

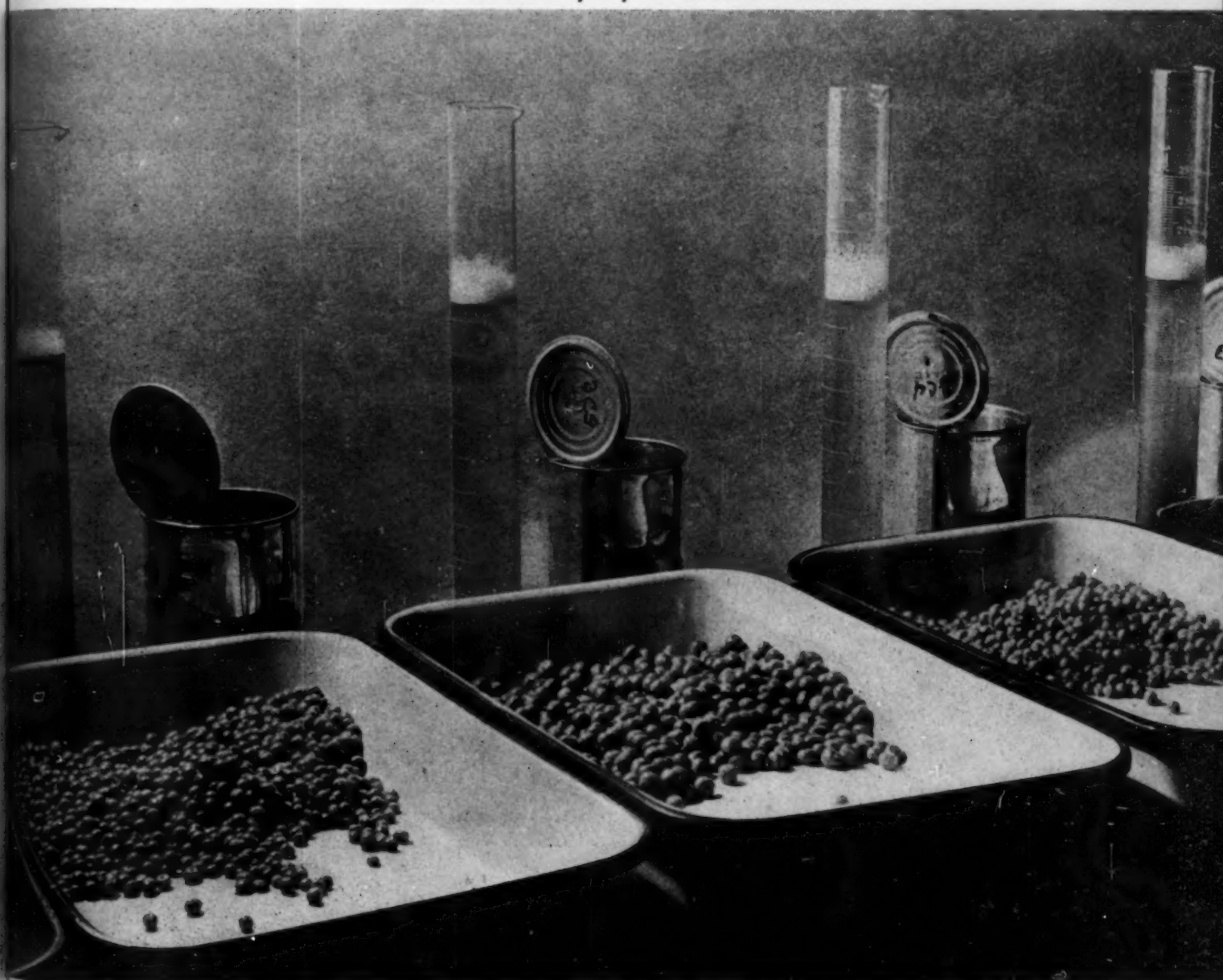
# Consumer Reports

"FACTS YOU NEED  
BEFORE YOU BUY"

VOL. 9, NO. 6

Published Monthly by Consumers Union

JUNE 1944



PANCAKE FLOUR  
ASPIRIN  
TEA RATINGS

CANNED PEAS  
CANNED TOMATOES  
HAIR DYES

FOOD-BORNE DISEASES  
LISTERINE AND FTC  
HEALTH INSURANCE

# Two Questions For CU Members

## 1. HAVE YOU VOTED?

Your ballot for the annual election of CU directors was mailed to you at the beginning of June. To be valid, returned ballots must be postmarked not later than June 24th. If you haven't already mailed in your ballot, do it now. Every CU member should vote.

## 2. HAVE YOU TOLD ALL IN THE CU QUESTIONNAIRE?

If you haven't yet filled in and mailed the questionnaire accompanying the ballot, do that too. There's a deadline on mailing the ballot, but none on the questionnaire. The sooner you send it in the better, but now or later, be sure to send it in. CU wants information from you to help in the scheduling of the organization's post-war technical work.

If you are planning to buy an automobile or a refrigerator, a radio or a camera in the year following the end of the European phase of the war, CU wants to know about it. If you must buy a car or some other mechanical or electrical product at the earliest possible moment; or if, on the other hand, you plan to wait for the market to become stabilized before buying, that knowledge will also help in the scheduling.

Since the CU technical staff and consultants won't be able to test and report on everything at once when the new products come on the market, we want information from CU members to help us decide the order of tests—and that's the main purpose of this year's questionnaire.

**CONSUMERS UNION** is a non-profit organization chartered under the Membership Corporation Laws of New York State. Its purpose is to furnish unbiased, usable information to help families meet their buying problems, get their money's worth in their purchases, develop and maintain an understanding of the forces affecting their interests as consumers. Consumers Union has no connection with any commercial

interest and accepts no advertising; income is derived from the fees of members, each of whom has the right to vote for candidates to the Board of Directors. More than 70 educators, social workers and scientists sponsor Consumers Union and a national advisory committee of consumer leaders contributes to the formulation of policy (names of the members of the committee will be furnished on request).

**CONSUMER REPORTS** each month gives comparative ratings of a variety of products based on tests and expert examinations, together with general buying guidance, information on medical and health questions, and news of happenings affecting the consumer's interests. The Reports is the manual of informed and efficient consumers the country over.

**THE BUYING GUIDE** (published as the December issue of the Reports) each year brings together information from all the preceding issues with new material and special buying advice. Pocket-size, 384 pages, with ratings of several thousand products, the Buying Guide is an invaluable shopping companion. Every member gets a copy of the Guide with his membership.

**BREAD & BUTTER** reports each week on new and predicted price and quality changes in consumer goods, interprets Washington legislation as it affects consumers, reports government regulations and actions on the consumer front, advises on food buying and preparation.

**SUBSCRIPTION FEES** are \$4 a year, which includes subscription to the Reports and Buying Guide and Bread & Butter; \$3.50 without Bread & Butter (for foreign and Canadian memberships add 50¢). Reduced subscription rates are available for groups of 10 or more

(write for details). Library rates, for the Reports and Bread & Butter without the Buying Guide issue, are \$3.50; for the Reports alone, \$3.

Membership involves no obligation whatsoever on the part of the member beyond the payment of the subscription fee.

## "Who Pays the Piper. . . ."

"A two percent solution kills all tested disease-producing bacteria. . . . The penetrating germicide for tuberculosis, pneumonia, locomotor ataxia, blood poisoning . . . bites of poisonous insects. . . . By careful exhaustive chemical tests, confirmed by animal experimentation, the chemist has found that B & M, properly used, destroys the pneumococcus, the pneumonia producing germ of any type. . . . Some skin cancers treated with B & M entirely disappeared."

The above lines were written some years ago to promote the sale of a patent medicine called "B & M External Remedy." And the writer was the well-known Dr. H. D. Pease, head of the Pease Laboratories of New York. Did calm, cold scientific research persuade Dr. Pease to say that the turpentine, oil, ammonia, eggs and other ingredients of B & M would cure tuberculosis, pneumonia, blood poisoning and cancer? No. Fifteen thousand dollars from the makers of B & M persuaded him.

Thanks to the efforts of the Federal Food and Drug Administration, B & M External Remedy belongs to patent medicine history. But its lesson needs to be studied by the members of the Federal Trade Commission who okayed the claims for a still current medical fake—Listerine.

As CU reports on page 164 of this issue, the Federal Trade Commission dismissed its action against the Lambert Pharmacal Company, makers of Listerine, because a majority of the Commissioners were awed by the regiment of expert testifiers called in by the Lambert company. Unquestionably, the company was able to present an imposing array of men with medical and scientific degrees to support its claims. But as the B & M example indicates—and as innumerable cases handled in the past by the Federal Trade Commission itself show—there are no claims so false, so absurd or so dangerous that what passes for scientific evidence cannot be purchased to support them. If, henceforth, FTC actions against false medical advertising are to be decided not by the quality of the evidence as determined by independent authorities, but by the tonnage of expert witnesses carted in by the advertiser, then the Commission may as well stop reading the claims of the big advertisers.

This is not to say that there are no men in the world of medicine and science whose minds and reputations are not for sale. Nor are we saying that anyone who gives expert testimony for a fee is dishonest. But it is important to realize that for every scientist there are a dozen others in the science business—people to whom scientific knowledge is something to sell across the counter, something with which to make money. The science business, like any other business, be it manufacturing automobiles, painting houses, or advertising is all right so long as it is honest. But you can take it for granted that those whose testimony can be purchased by fake medical advertisers are not honest business men. And as scientists they belong in a red light district.

We hope that the action of the Federal Trade Commission in this case will not become a precedent for future cases; we hope that Commissioners Freer, March and Ferguson will learn what Commissioner Ayres already knows—that scientific and medical testimony, like advertising, can be false and misleading.

# Consumer Reports

"FACTS YOU NEED  
BEFORE YOU BUY"

"Because it was established for the very purpose of aiding families to buy wisely, to avoid waste and to maintain health and living standards, and because it is the largest technical organization providing such guidance, Consumers Union recognizes a special responsibility to the nation. In full awareness of that responsibility, we pledge ourselves to do everything in our power to help Americans as consumers make the greatest possible contribution to the national need."—FROM A RESOLUTION ADOPTED ON DECEMBER 10, 1941, BY THE DIRECTORS.

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# REPORTS ON PRODUCTS

Ratings of products represent the best judgment of staff technicians or of consultants in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Even with rigorous tests, interpretation of findings is a matter on which expert opinion often differs. It is Consumers Union's pledge that opinions entering into its evaluations shall be as free from bias as it is possible to make them.

## PANCAKE MIXES

... save time and give good results. Good soy and whole wheat mixes cost no more than white and buckwheat, CU finds in rating 45 brands.

Gargantuan appetites are proverbial where pancakes are concerned, and the modern housewife cannot plead lack of time or skill as an excuse for not satisfying her family's flapjack cravings. Thanks to the array of prepared pancake mixes on the shelves of every grocery store, even the most inexperienced cook can turn out a tempting stack of pancakes in practically no time, and with very little effort.

Furthermore, two recent additions to the prepared pancake mix family enable her to give somewhat higher nutritive value to a meal traditionally overbalanced on the starch side. These new arrivals—one containing *whole wheat*, the other, *soy flour*—rival the familiar *white flour* and *buckwheat* mixes in flavor, and are no more expensive.

### INGREDIENTS OF FOUR TYPES

The formula for white flour pancake mixes is a blend of cereal flours (wheat, corn, rice and rye are used, either all together or in different combinations) with salt, sugar, soda, calcium phosphate and, usually, powdered milk. Manufacturers achieve variety and better food value by adding to this basic mixture whole wheat, buckwheat or soy flour. Any one of these will make a batter superior to that laboriously concocted in your kitchen, because the blending of several kinds of flour prevents the doughiness resulting from an excess of wheat flour. And a pound of pancake mix costs only a cent or two more than a pound of ordinary flour of the same brand.

Almost all pancake mixes can be used for waffles. In addition to the

milk or half-milk-half-water used for pancakes, the waffle recipe calls for eggs and shortening beaten into the packaged dry ingredients. Some of the more expensive brands (*Duff's Waffle Mix*, a very good soy product, is one of them) contain dried egg yolks and shortening. These make rich pancakes and excellent waffles.

### TESTS

All four types of mixes were tested by CU for *water absorption* of batter, *batter quality* and *baking results*. As a further check, tests were also made for percentage of protein, ash and moisture.

**WATER ABSORPTION** test consisted of determining the amount of water required to make a batter of the proper consistency, and indicated the number of pancakes a given amount of mix would yield. Only one of the products tested—*Kroger's Country Club*—differed greatly from the average. This white pancake mix absorbed about 23% more water than the others, thereby giving more pancakes per cup of mix.

**BATTER QUALITY** was judged on the degree of smoothness of the batter. The white pancake batters cannot be made as smooth as the others. This is to be expected, since the gluten of wheat flour tends to lump more or less, depending upon the proportion of wheat to other cereal flours in the mix. Stirring the liquid in gradually with an egg beater helps to prevent lumping in any type of mixture.

**BAKING RESULTS** were scored on rising qualities, and degree of tenderness and palatability of the finished product. Rising qualities accounted

for 20% of the total score; grain for 10%; texture, aroma and flavor—considered together as palatability—for 70%.

Since all batters were of acceptable quality, the order of ratings is based entirely on baking results, with palatability as the determining factor.

The figures in parentheses represent cost per pound.

## WHITE PANCAKE MIXES

### BEST BUYS

The following were judged to give the best value for the money in the order shown:

**IGA** (Independent Grocers' Alliance Distributing Co., Chicago). 18¢ for 3½ lb. (5.1¢). Wheat, corn, rice and rye. Excellent flavor. Available nationally at IGA Stores.

**Honey Dew** (Crete Mills, Crete, Nebr.). 14¢ for 3 lb. (4.7¢). Wheat, rice and corn. Good flavor. Available in region between Mississippi River and Rockies.

**Countryside** (Economy Grocery Stores, Boston). 7¢ for 1 lb. 4 oz. (5.6¢). Wheat, corn, rice and rye. Good flavor. Available in Massachusetts and Connecticut at Economy Stores and Stop & Shop Supermarkets.

**Gooch's Best** (Gooch Milling & Elevator Co., Lincoln, Nebr.). 9¢ for 1 lb. 4 oz. (7.2¢). Wheat, corn and rye. Excellent flavor.

**Kroger's Country Club** (Kroger Grocery & Baking Co., Cincinnati). 9¢ for 1 lb. 4 oz. (7.2¢). Wheat, corn, rice and rye. Good flavor. Available nationally at Kroger Stores.

**Pillsbury's** (Pillsbury Flour Mills Co., Springfield, Ill.). 12¢ for 1 lb. 4 oz. (9.6¢). Wheat, corn, rye and rice. Good flavor. Available nationally.

### ACCEPTABLE

(In estimated order of quality)

**IGA** (see "Best Buys").

**Gooch's Best** (see "Best Buys").

**Countryside** (see "Best Buys").

**Pillsbury's** (see "Best Buys").

**Kroger's Country Club** (see "Best Buys").

**Honey Dew** (see "Best Buys").

**Victor** (Crete Mills, Crete, Nebr.). 16¢ for 3 lb. Wheat, corn and rice. Good flavor. Manufacturer states that this product is available in the region between the Mississippi and the Rockies, but one 1 lb. package, bought in New York, was found "Not Acceptable" because of bitter flavor. The only apparent difference in labeling was that in the 3 lb. box powdered skim milk was listed as the ingredient immediately following the flours, whereas in the 1 lb. package, skim milk was the last ingredient listed.

**Aunt Jemima** (Quaker Oats Co., Chi-



cago). 15¢ for 1 lb. 4 oz. (12¢). Wheat, corn, rye and rice. Good flavor. Available nationally.

**Fisher's** (Fisher Flouring Mills Co., Seattle). 16¢ for 2 lb. (8¢). Wheat, corn, and rice. Excellent flavor. Available in Western States.

**Globe "Al"** (Globe Mills—Pillsbury Flour Mills Co., Los Angeles). 10¢ for 1 lb. 4 oz. (8¢). Wheat. Good flavor. Available in Western States.

**Albers Flapjack** (Albers Milling Co., Seattle). 10¢ for 1 lb. 4 oz. (8¢). Wheat, corn, rice. Good flavor. Available in Western States.

**Cinch Hot Cake Mix** (Red-ee Foods, Inc., Los Angeles). 17¢ for 1 lb. Wheat flour. Contained vegetable shortening and powdered egg yolk. Fairly good flavor. Available on Pacific Coast.

**Sperry** (Sperry Flour Co. of General Mills, Inc., San Francisco). 20¢ for 1 lb. 12 oz. (11.4¢). Soft wheat pastry flour. Good flavor. Available in Western States.

**Bisquick** (General Mills, Inc., Minneapolis). 16¢ for 1 lb. 4 oz. (12.8¢). Wheat flour. Contained vegetable shortening. Fair flavor. Available nationally.

**Cinch Waffle Mix** (Red-ee Foods, Inc.). 22¢ for 1 lb. Wheat flour. Contained vegetable shortening and powdered egg yolk. Good flavor. Available on Pacific Coast.

**Hazel** (National Tea Co., Chicago). 10¢ for 1 lb. 4 oz. (8¢). Wheat, corn, rye and rice. Fairly good flavor. Available in Midwest at National Tea Stores.

**White Spray** (First National Stores, Somerville, Mass.). 7¢ for 1 lb. 4 oz. (5.6¢). Corn, wheat. Fair flavor. Available in New England and New York State at First National Stores.

**Island Manor** (H. C. Bohack Co., Brooklyn). 8¢ for 1 lb. 4 oz. (6.4¢). Wheat, corn, rice. Good flavor. Available in Long Island at Bohack Stores.

**Vita Rich** (Crete Mills). 13¢ for 3½ lb. (4.2¢). Wheat, rice and corn. Fair flavor. Available in Nebraska and adjacent States.

**Phillips** (Phillips Milling Co., San Francisco). 9¢ for 1 lb. Wheat. Fair flavor.

**Freshpak** (Grand Union Co., NYC). 9¢ for 1 lb. 4 oz. (7.2¢). Wheat, corn, rye and rice. Fair flavor but slightly bitter. Available in Connecticut, Massachusetts, New Jersey, New York, Pennsylvania and Vermont at Grand Union Stores.

**Red & White** (Red & White Corp., Chicago). 10¢ for 1 lb. 4 oz. (8¢). Wheat, corn and rice. Fairly good flavor. Available nationally at Red & White Stores.

## NOT ACCEPTABLE

*The following were "Not Acceptable" because of poor or off flavor.*

**Co-op** (National Cooperatives, Inc., Chicago). Wheat. 21¢ for 2 lb. (10.5¢).

**New York's Best** (New York Wholesale Grocery Co., Inc., NYC). 10¢ for 1 lb. 4 oz. (8¢). Corn and wheat. Bitter flavor.

**Asco** (American Stores, Philadelphia). 7¢ for 1 lb. 4 oz. (5.6¢). Wheat, corn, rye and rice. Had "wheat germ" flavor.

**Suzanna** (Table Products Co., Oakland, Calif.). 8¢ for 1 lb. 4 oz. (6.4¢). Wheat, corn, rye and rice.

**Ranch House** (Omar Inc., Omaha, Nebr.). 13¢ for 1 lb. 4 oz. (10.4¢). Wheat, corn, rye and rice. Bitter flavor; batter rose as it was mixed.

## SOY MIXES

### ACCEPTABLE

*(In estimated order of quality)*

**Duff's Waffle Mix** (P. Duff & Sons, Pittsburgh). 20¢ for 14 oz. (22.8¢). Contained enriched wheat flour, soy flour, vegetable shortening and dried egg. Excellent flavor. Available nationally.

**Jolly Joan Wheat & Soy** (Ener-G Cereal Corp., Seattle). 19¢ for 1 lb. 12 oz. (9.2¢). Enriched wheat flour and soy flour. Fairly good flavor. Available in California, Washington, Oregon and Denver, Colo.

**Pillsbury's Golden Bake Mix** with 20% Soy (Pillsbury Flour Mills Co., Springfield, Ill.). 14¢ for 1¼ lb. (11.2¢). Wheat flour, soya grits and rice flour. Fairly good flavor. Available nationally.

**Soy King** (Confections, Inc., Chicago). 19¢ for 1¼ lb. (15.2¢). Wheat flour and "specially prepared soy product." Fair flavor and aroma.

## BUCKWHEAT MIXES

### BEST BUYS

**Gooch's Best** (Gooch Milling & Elevator Co.). 10¢ for 1¼ lb. (8¢). Buckwheat, wheat and corn. Excellent flavor.

**Victor** (Crete Mills). 21¢ for 3 lb. (7¢). Wheat, corn, rice, rye and buckwheat. Excellent flavor. Available in region between Mississippi River and Rockies.

**Asco** (American Stores). 9¢ for 1¼ lb. (7.2¢). Buckwheat, wheat and corn. Good flavor; salty. Available nationally at American Stores.

### ACCEPTABLE

*(In estimated order of quality)*

**Gooch's Best** (see "Best Buys").

**Victor** (see "Best Buys").

**Asco** (see "Best Buys").

**Hazel** (National Tea Co.). 10¢ for 1¼ lb. (8¢). Buckwheat, wheat and corn. Fairly good flavor. Available in Midwest at National Tea Stores.

**Albers Peacock** (Albers Milling Co.). 14¢ for 1¼ lb. (11.2¢). Buckwheat and wheat. Fairly good flavor; salty. Available in Western States.

**Co-op** (National Cooperatives, Inc., Chicago). 23¢ for 2 lb. (11.5¢). Buckwheat and wheat. Fairly good flavor. Available nationally at Co-op Stores.

**Pillsbury's** (Pillsbury Flour Mills Co.). 14¢ for 1¼ lb. (11.2¢). Buckwheat, wheat and corn. Good flavor. Available nationally.

**Sunnyfield** (A & P). 12¢ for 1¼ lb. (9.6¢). Buckwheat, corn and wheat. Good flavor. Available nationally at A & P Stores.

**Red & White** (Red & White Corp.). 29¢ for 3½ lb. (8.3¢). Wheat, corn, buckwheat and rye. Fairly good flavor. Available nationally at Red & White Stores.

**Aunt Jemima** (Quaker Oats Co.). 14¢ for 1¼ lb. (11.2¢). Buckwheat, corn, wheat and rice. Fair flavor. Available nationally.

**White Spray** (First National Stores). 10¢ for 1¼ lb. (8¢). Buckwheat, wheat, rye and corn. Fair flavor. Available in New England and New York State at First National Stores.

## WHOLE WHEAT MIXES

### ACCEPTABLE

*(In estimated order of quality)*

**IGA** (Independent Grocers Alliance). 18¢ for 3½ lb. (5.1¢). Wheat, whole wheat and corn. Excellent flavor. Available nationally at IGA Stores.

**Gooch's Best** (Gooch Milling & Elevator Co.). 28¢ for 3½ lb. (8¢). Wheat, whole wheat and corn. Excellent flavor; sweet.

**Co-op** (National Cooperatives, Inc.). 20¢ for 2 lbs. (10¢). Whole wheat. Good flavor. Available nationally at Co-op Stores.



# Aspirin . . .

is all alike, so buy the cheapest brand.  
But beware of overdosing, CU advises.

You can pick your own price when you buy aspirin—anywhere from 7¢ to 85¢ per hundred tablets, CU found in shopping the national market. Is this because there are great differences between brands? CU tested 48 of them and found no significant variation except in the amount of aspirin per tablet—and all but four contained the amount specified by the U. S. Pharmacopoeia.

One pound of crystallized acetylsalicylic acid (this is aspirin's technical name) will make 1400 five-grain tablets. And a pound costs only 40¢ at wholesale. No wonder some firms can sell a hundred tablets for 7¢ and still make a profit! The remarkable thing is that other firms can charge five to twelve times as much and get away with it. Part of the explanation of this phenomenon lies in the story of *Bayer's*.

In 1900, unable to get a patent on acetylsalicylic acid in Europe, the German firm of *Bayer* obtained one from the U. S. Patent Office, and for the next 17 years no other brand of acetylsalicylic acid (aspirin) could be sold in this country. Under this arrangement Americans were forced to pay about 11 times as much for aspirin tablets as Europeans did.

This extraordinary and profitable patent expired in 1917. In order to counteract the effects of resulting competition, *Bayer's* claimed to be the only *genuine* aspirin. This meant expensive advertising—which the consumer paid for. The fraud worked for another 17 years until, in 1934, the Federal Trade Commission ordered *Bayer's* to cease and desist from representing that the word "Aspirin" was a *Bayer* trademark, and that aspirin not made by *Bayer* was counterfeit. But by this time the public had been pretty thoroughly sold on the idea that you had to pay a high price to get *good* aspirin.

Today *Bayer's Genuine Aspirin* is still, in effect, the kite that holds up one end of the price range, though another company, Burroughs Wellcome's '*Tabloid*,' appealing to that select group who want something super-extra-special when buying as-

pirin, charges even more for its product.

All aspirin tablets—whether marked N. F. (National Formulary), U.S.P. (United States Pharmacopoeia), Acetylsalicylic Acid or simply Aspirin—are required by law to meet the same standards of purity and identity. The U.S.P. states that aspirin tablets must contain not less than 95% and not more than 105% of the labeled amount of acetylsalicylic acid. The four brands which, CU found, did not exactly meet this requirement varied so little from it that they are still rated "Acceptable." (*Dixon's* and *The Owl* contained less, *A.P.C.* and '*Tabloid*' more than the specified amount.)

The U. S. Pharmacopoeia also states that the tablets should be packed in well-closed containers to prevent moisture absorption, which causes the tablets to decompose into acetic acid and salicylic acid. This change can be detected by a strong vinegary odor emanating from a newly opened bottle of aspirin tablets. CU found no samples in which this reaction had taken place; all brands were considered "properly packed."

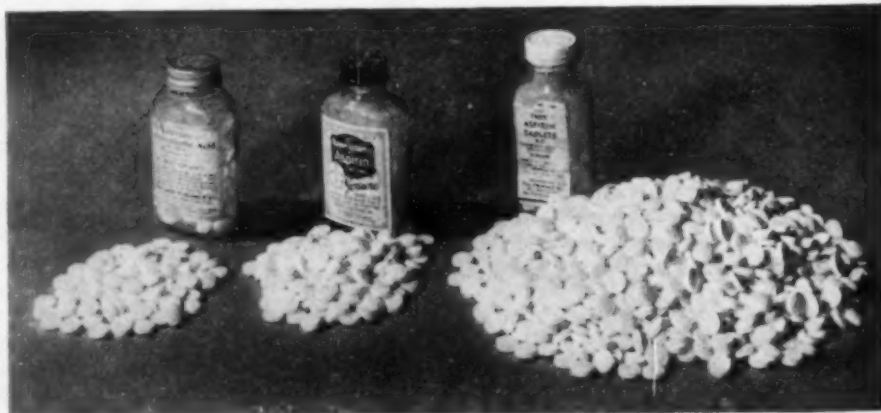
Another phony claim in *Bayer's* advertising was that of quick "disintegration time." Restrained from claiming the word "Aspirin" as its own private property, *Bayer's* worked up a major campaign on the time it

takes for an aspirin to dissolve after you swallow it. Purpose: To prove that *Bayer* aspirins were superior to their rivals because they dissolved faster, thus providing quicker relief from pain.

Simply as a matter of interest, CU tested all brands for speed of disintegration and found that there was, indeed, considerable variation between brands, and, in a few cases, within the brand itself. However, the speed of disintegration has nothing to do with the effectiveness of aspirin, since it has to pass into the intestines before it can be absorbed in any appreciable quantity, and even the toughest aspirin will dissolve in the time it takes to pass through the stomach. It might even be argued—contrary to the *Bayer* claim—that the tablet which disintegrates most rapidly is the *least* desirable because it may dissolve in the mouth, leaving a trail of bitterness behind it.

Although aspirin is considered the safest and most popular of the "pain killers" (enormous quantities are consumed in tablet form, and it is the third most used ingredient in doctors' prescriptions) it is not the perfectly harmless cure-all its promoters would have you believe. It should always be taken with a pinch of bicarbonate of soda, to prevent gastric irritation, doctors advise.

Some persons are sensitive to it. In these cases even very small doses may cause symptoms of aspirin poisoning—skin eruptions, swelling of lips and face, nausea and vomiting. If you show any symptoms of sensitivity to it, don't take any more of it. If you suffer from stomach ulcer, asthma, hay fever or eczema you should take aspirin only under a doctor's supervision.



How much aspirin will 89¢ buy? The revealing comparison above shows '*Tabloid*' at left, 100 tablets—*Bayer*, 151 tablets—*Troy*, a mountainous pile of 1,271. Cost of each pile: 89¢. Quality: identical.



In addition, medical investigators have recently found that aspirin, given in large doses over a long period of time, may impede normal coagulation of the blood unless vitamin K is administered simultaneously.

So, although aspirin is effective and, for most people, quite safe *when used for the temporary relief of occasional aches and pains*, you should not fail to recognize the hazards connected with its habitual and indiscriminate use.

Nor should you, as many people unwisely do, allow its numbing effects to take the place of medical attention. You may be really ill when you have a pain. Aspirin cannot cure you, and its use to remove unpleasant symptoms should never be considered as a treatment for removing their cause.

No significant difference was found in the quality of the brands CU tested. They are rated in the order of increasing cost, cheapest brands first.

The prices given are those paid for the test samples. Except where prices are fixed, considerable variation may be found from store to store and during special sales.

## ACCEPTABLE

**Troy** (Troy Pharmacal Co., San Francisco). 7¢ per hundred. Contained 4.7 grains aspirin. Aspirin content slightly below specifications.

**Goldex** (Goldsmith Bros., NYC). 11¢ per hundred. Contained 5.0 grains aspirin.

**Certified** (Certified Aspirin Co., NYC). 12¢ per hundred. Contained 4.8 grains aspirin. Available nationally.

**Symbol** (Symbol Drugs, San Francisco). 12¢ per hundred. Contained 4.7 grains aspirin.

**Accuracy** (Accuracy Products Co., Hamden, Conn.). 14¢ per hundred. Contained 5.0 grains aspirin. Available in Connecticut, Rhode Island and Massachusetts at Allen's Cut-Rate Stores.

**All Proven Superior** (All Proven Superior Products Co., Detroit, Mich.). 39¢ for 250 tablets (15.6¢ per hundred). Contained 5.0 grains aspirin.

**Blue Diamond** (Hearns, NYC). 32¢ for 200 tablets. (16¢ per hundred.) Contained 5.0 grains aspirin. Available at Hearn's Dep't Store, NYC.

**Hobart's** (Special Sale Products Co., Boston, Mass.). 33¢ per 200. Contained 5.1 grains aspirin.

**Bargain Aspirin** Cat. No.—647 (Sears, Roebuck). 18¢ plus postage per hundred. Label marked **Bonded Tablets** distributed by American Co., Memphis, Tenn. Contained 5.2 grains aspirin. Available nationally and by mail order.

## MASKED ASPIRIN

Various manufacturers of proprietary medicines have tried at different times to cash in on the popularity of aspirin by putting out products containing it and disguising its taste. With the exception of Dillard's *Aspergum* the success of these products has proved disappointing to their promoters, their short-lived fame resulting chiefly in minor annoyances for F&DA or FTC.

In 1940 F&DA was forced to concern itself with the conditions under which an aspirin lollipop might be marketed. The first decision was that since the product so closely resembled an ordinary lollipop, it would fall in the category of adulterated candy. Four months later the interpretation of the law was changed. Provided their labels assured the consumer that they were *not* candy and should be used only by or under the direction of physicians, aspirin lollipops were

permitted to go on the market. Their avowed purpose: To ease the miseries of tiny tonsilectomy victims. Such lollipops have not been seen for several years. Apparently the children didn't like the flavor—even when they got it on a stick.

Way back in 1936 Justin Haynes & Co. discovered an even simpler way of easing pain. With *Aspirub*, optimistically claimed this firm, a sore throat or headache could be cured by external massage. "Because this ointment has an aspirin content of only 1½%," declared FTC, "and because even if it were 100% aspirin the medication could not be absorbed through the skin, the government has charged the manufacturers with deceiving the consuming public and using unfair means to divert trade from manufacturers of aspirin tablets." *Aspirub*, too, has disappeared from the druggists' shelves.

**Wards** Cat. No.—2354 (Montgomery Ward). 18¢ plus postage per hundred. Contained 5.1 grains aspirin. Available by mail order.

**Hamilton** (Hamilton Products Co., NYC). 19¢ per hundred. Contained 5.0 grains aspirin. Available nationally.

**Arch** (Arch Pharmacal Co., San Francisco). 19¢ per hundred. Contained 5.0 grains aspirin.

**Aspirin Tablets** (Cuneco Chemical Co., Detroit). 19¢ per hundred. Contained 4.9 grains aspirin. Available in Michigan at Cunningham Drug Stores.

**Aspirin Tablets** (Jordan Marsh Co., Boston). 19¢ per hundred. Contained 4.9 grains aspirin.

**Fabery's** (Fabery Chemical Co., Boston). 19¢ per hundred. Contained 5.0 grains aspirin.

**Faircrest** (The Fair, Chicago). 24¢ per hundred. Contained 5.0 grains aspirin. Available at The Fair, Chicago.

**Gimbels** (Gimbel Bros., NYC). 25¢ per hundred. Contained 4.7 grains aspirin. Aspirin content slightly below specifications.

**I.D.A.** (Independent Druggists' Alliance Distributing Co., Chicago). 25¢ per hundred. Contained 4.9 grains aspirin.

**PS** (Associated Merchandising Corp., NYC). 25¢ per hundred. Contained 4.8 grains aspirin. Available nationally at AMC Stores.<sup>1</sup>

**Sam's** (Sam's Cut Rate, Inc., Detroit). 25¢ per hundred. Contained 4.8 grains

aspirin. Available at Sam's, Detroit.

**Sears Approved** Cat. No.—643 (Sears, Roebuck). 27¢ plus postage per hundred. Contained 5.0 grains aspirin. Available by mail order.

**Park** (Park Laboratories, NYC). 29¢ per hundred. Contained 5.0 grains aspirin.

**L-B** (Lit Bros., Philadelphia). 29¢ per hundred. Contained 4.9 grains aspirin.

**Drake** (Drake Laboratories, Philadelphia). 29¢ per hundred. Contained 5.0 grains aspirin. Available in Pennsylvania, New Jersey and Delaware at Sun Ray Drug Stores and in California at Sontag Drug Stores.

**Dixon's** (Dixon Chemical Corp., NYC). 29¢ per hundred. Contained 4.6 grains aspirin. Aspirin content slightly below specifications. Small metal purse container for tablets enclosed in package.

**The Owl** (The Owl Drug Co., San Francisco). 29¢ per hundred. Contained 4.6 grains aspirin. Aspirin content slightly below specifications.

**Dan-O** (Benatar's Cut Rate Drugs, San Francisco). 29¢ per hundred. Contained 5.0 grains aspirin. Available in San Francisco at Benatar's Stores.

**Kinsel's** (Kinsel Drug Co., Detroit, Mich.). 29¢ per hundred. Contained 5.1 grains aspirin.

**Schieffelin** (Schieffelin & Co., NYC). 33¢ per hundred. Contained 4.8 grains aspirin.

**Purified Brand** (Stineway Drug Stores, Chicago). 33¢ per hundred. Contained 4.9 grains aspirin. Available in Chicago

<sup>1</sup> For a list of AMC stores, see page 10 of the *Buying Guide*.

at Stineway Stores.

**Hi-Test** (Hi-Test Pharmacal Co., Cleveland, Ohio). 33¢ per hundred. Contained 4.9 grains aspirin.

**United Whelan** (Whelan Drug Co., Inc., NYC). 34¢ per hundred. Contained 4.8 grains aspirin. Available nationally at Whelan Stores.

**St. Joseph** (Plough, Inc., NYC). 35¢ per hundred. Contained 5.1 grains aspirin. Available nationally.

**Norwich** (Norwich Pharmacal Co., Norwich, N. Y.). 35¢ per hundred. Contained 5.1 grains aspirin. Available nationally.

**McKesson's** (McKesson & Robbins, Inc., NYC). 39¢ per hundred. Contained 5.2 grains aspirin. Available nationally.

**Upjohn** (Upjohn Co., Kalamazoo, Mich.). 39¢ per hundred. Contained 5.0 grains aspirin. Available nationally.

**Walgreen's** (Walgreen Co., Chicago). 39¢ per hundred. Contained 5.0 grains aspirin. Available nationally at Walgreen Stores.

**Kent** (Kent Drug Co., Phila.). 39¢ per hundred. Contained 5.3 grains aspirin.

**Gallia** (The White House, San Francisco). 39¢ per hundred. Contained 4.9 grains aspirin. Available at The White House, San Francisco.

**Stayner** (Stayner Corp., Berkeley, Calif.). 39¢ per hundred. Contained 4.7 grains aspirin. Aspirin content slightly

below specifications. Available on Pacific Coast.

**Shumate's** (Shumate Drug Co., San Francisco). 39¢ per hundred. Contained 4.8 grains aspirin.

**A.D.S.** (American Druggists Syndicate, Inc., NYC). 39¢ per hundred. Contained 5.0 grains aspirin. Available nationally.

**Edwards** (Edwards Drug & Chemical Co., Detroit). 39¢ per hundred. Contained 4.8 grains aspirin.

**Puretest** (United Drug Co., Boston). 49¢ per hundred. Contained 5.3 grains aspirin.

**Squibb** (E. R. Squibb & Sons, NYC). 49¢ per hundred. Contained 5.0 grains aspirin. Available nationally.

**Bayer** (Sterling Drug Inc., NYC). 59¢ per hundred. Contained 5.0 grains aspirin. Available nationally.

*The following brands contained aspirin in amounts considerably above those called for by the specifications:*

**A.P.C.** (American Pharmaceutical Co., NYC). 29¢ per hundred. Contained 5.6 grains aspirin. Available on Atlantic and Pacific Coasts and in Midwest.

**'Tabloid'** (Burroughs Wellcome & Co., Inc., NYC). 85¢ per hundred. Contained 5.7 grains aspirin. Available nationally.

ence to tea, deplored by connoisseurs, is due to ignorance of what tea really is and to a careless habit of taking whatever is offered in a fancy package. For example, it's a pretty safe guess that the majority of American tea consumers order the widely-advertised orange pekoe (pronounced *peck-o* or *peek-o*) and few know that the term refers only to the *size* of the leaf used—not to its quality or color.

#### KINDS OF TEA

The many kinds of tea on grocers' shelves—the familiar orange pekoe among them—might all have been picked from the same bush. For tea bushes are the same throughout the world, and all *types* of tea may be produced at will from any plant, wherever grown.

There are only three types: *black*, *oolong* and *green*. India, Java and Ceylon produce black tea; oolong comes from Formosa; Japan specializes in green tea; and China supplies black, oolong and green. But this is a matter of national custom or the preference of plantation owners, and is not due to any difference in the plants themselves.

It's what happens to the leaves after they are picked that accounts for differences in type.

All leaves when plucked from the bush are green. For black tea, the leaves are withered by exposure to the sun or by artificial heat, bruised by rolling and then allowed to *ferment fully* before the final drying process or "firing." Oolong tea, which is neither black nor green, results when the fermentation process is incomplete. Green tea is not fermented at all, but the freshly plucked leaves undergo a steaming process which seals the pores and sets the natural green color before they are dried over charcoal fires.

#### TEA QUALITY

Quality and variations within these types are determined by the soil, climate and location in which the tea is grown; by the degree of skill used in cultivation, preparation and blending; and by the age and size of the leaves selected from the plants. Tea made from the tenderest leaves of bushes planted high in the mountains is considered best. The slower growth promoted by the cool climate of high altitudes produces a smaller leaf with less water content. The re-

## TEA

**Prospects for tea supplies are brighter. Suggestions for buying and preparation, with tea expert's ratings, will help you enjoy the black teas now available.**

A year ago CU published the results of a series of taste tests on tea substitutes. At that time the United States was receiving just half its normal supply of tea. Now the situation has changed, so that in 1944 this country is expected to receive about 90% of its normal peacetime consumption. CU's shoppers were able to purchase samples of 92 different brands of tea for grading by a professional tea taster.

Since the demand for tea still exceeds the supply, this product is allocated to the United Nations on a world-wide basis by the Combined Food Board. Each nation is allowed a percentage of the total available tea supply, based on its normal usage. When tea arrives in this country it is apportioned by the U. S. Commercial Company, a government-owned concern, to qualified distributors (the peacetime importers). Packers buy their supplies from these distributors at prices, and according to grades,

fixed by the War Food Administration.

Despite the 1944 improvement, tea fanciers who look for the superlative and exotic will have to wait until after the war for many choice varieties. The products of China (not to mention Java, Sumatra, Japan and Formosa) are still not available. The fact that practically all tea now comes from Ceylon and India is not a hardship for most Americans, however, since 85% of us have long preferred the black teas grown and prepared in these lands.

The world's most widely enjoyed beverage need not be the insipid brew too often associated with "afternoon tea." To prove this, Thomas R. Carskadon, writing in the magazine *Gourmet*, would offer you a "cup of Lapsang Souchong," and dissolve your "doubts in a brew stout enough to warm the gullet of an ox."

Much of the American indiffer-



sult is a more concentrated flavor in the cup.

In general you won't learn much from label statements, but you *should* be able to discover where the tea was grown and the size of the leaves used.

Since oolong and green teas come from war-closed ports, you'll have to confine your choice to one of the black teas, unless you should happen to find a few packages of China or Formosa tea from a prewar shipment. If you are looking for a really fine India tea try a Darjeeling, named after the city near which it is grown, high in the Himalayas. You can pay as much as \$8 a pound for Darjeeling, but good quality may be obtained for much less. CU's shoppers found some for \$1.24 a pound.

#### TEA BLENDS

Most teas are obtained from a number of sources and blended in order to counteract seasonal variations and to keep quality uniform. The teas from the Indian Assam district, also in the hills, form the basis for many choice blends. They produce a rich brew with a deep, brick-red color.

Most of the less expensive blends contain teas grown in Ceylon. There is a difference even in these. But since it is impossible to discover from the label at what altitude or under what weather conditions any particular Ceylon tea was grown, you'll have to buy these teas by brand name and by the size of the leaf.

This brings us back to the much abused, usually misunderstood term, "orange pekoe." To the Chinese, who were the first cultivators of tea, *pekoe* meant silver tip, and was used to describe the youngest, most delicate leaf growing at the very end of the branch. Later, planters in India called this tea orange pekoe, because of its color when the leaf was fired.

The system of nomenclature applied today to the black teas of India is somewhat different. The tiniest and choicest leaves are called "*flowery*" or "*broken*" orange pekoe; the next larger leaves are called orange pekoe; the next in size, pekoe; the largest and toughest, *souchong*. *Fannings* are the fine leaf particles which break off during the rolling process. They are preferred by tea drinkers in many countries because they give more body than tea made from the whole, unbroken leaf. Because they

produce a quick-drawing tea, fannings are used chiefly for tea bags in this country. In general, the best brew is extracted from the smallest and tenderest leaves.

Leaf sizes in China green tea are described thus: The smallest leaves are called *gunpowder* because they emerge from the firing process as tightly rolled little gray-green balls. The next size is called *young hyson*; the next, *hyson*; and the largest, *imperial*. If you are lucky enough to find any green tea, gunpowder should be your choice.

#### PREPARATION OF TEA

Although the United States is the second largest importer of tea, with seven out of ten Americans drinking some of it, the annual tea consumption of the average American is only 1/17 that of the average Englishman. Those gourmets for whom tea drinking is an aesthetic experience insist that we drink less tea, first, because we don't buy tea critically, and second, because we don't know how to prepare the tea we buy.

Experts advise that you avoid tea balls and metal pots. Not only is tea packed in individual bags less economical than loose or packaged tea, but the tea cannot infuse properly through paper or cloth. Metal pots—fancy silver tea services not excepted—impart a metallic off-flavor.

Unless the tea is served immediately, two pots should be used—one for infusing and one for serving. Pre-heat both pots by rinsing with boiling water. Into one pot place one teaspoonful of tea for each cup and one "for the pot." (This is the strength experts recommend; you may prefer less tea per cup.) Pour fresh, furiously boiling water over the tea leaves, cover the pot, and let the tea steep for three to five minutes, the exact time depending upon the strength desired. Know the capacity of your pot; measuring of water with a cup should be avoided because it cools the water.

After the tea has steeped strain it off into the heated second pot and serve it promptly. A tea cozy on the serving pot will help keep the tea hot during a meal.

For iced tea use double the quantity of tea per cup, and dilute the hot tea to the desired strength with cold water. Pour the tea over ice cubes immediately before serving.

Although what you add to your

cup of tea depends largely upon personal preference and national custom—the British like sugar and milk; the Russians, sugar and lemon; the Chinese nothing at all—experts recommend sugar and milk (never cream) for black tea, lemon only in green tea and oolong straight or with sugar only.

#### WHAT'S IN TEA

Tea is not harmful to most people who are not sensitive to caffeine, as its freely permitted use by invalids and athletes indicates. The tannin content, which gives green tea its characteristically sharp, biting taste, can produce undesirable physiological effects (constipation, for example), but the amount of tannin consumed by the moderate tea drinker is so slight that it is not likely to be harmful.

Except for a very small amount of vitamin C in the green varieties (it is destroyed in black and oolong types by the fermentation process) tea has no nutritive value. But it is valued as a mild stimulant which gives a sense of well-being. Thus one's individual taste, acquired through experimentation, should be the final criterion in the selection of a favorite tea.

#### BRAND RATINGS

The brand ratings which follow are based on taste tests by a tea expert. "Fine," "Medium" and "Fair" quality refer to flavor, after the manner of the government gradings which classify tea as Fine, Medium and Fair Leaf Grades (teas made from whole leaves) and Fine, Medium and Fair Broken Grades (teas made from broken leaves).

"Body"—a tea tasters' term used in the ratings—is the impression of "thickness" which the taster gets from the tea's appearance and its feeling in the mouth. That impression is based chiefly on the pungency of the beverage. "Liquoring" is a term used to describe the color of the tea in the cup.

Since loose tea is both better and more economical than tea bags, this was purchased and tested when available. However, in general tea bags are made of the same quality tea as the loose tea of the same brand.

Brands are listed in order of quality *within each group*, but note comments:

## FINE QUALITY BLACK TEA

**Shasta Orange Pekoe and Pekoe Black** (Breakfast Club Coffee, Inc., Los Angeles). 8 bags (0.64 oz.), 10¢ (62.5¢ for 4 oz.). Excellent body and flavor. Available in Arizona and California.

**Sahib India Orange Pekoe** (S. S. Pierce Co., Boston). 4 oz., 35¢. Available at S. S. Pierce Stores in Boston.

**Choisa Orange Pekoe and Pekoe Ceylon Black** (S. S. Pierce Co.). 4 oz., 30¢. Available at S. S. Pierce Stores in Boston.

**White Lilac Orange Pekoe and Pekoe** (Consolidated Tea Co., NYC). 4 oz., 26¢. Available nationally.

**Savarin Orange Pekoe** (S. A. Schonbrunn & Co., NYC). 4 oz., 29¢. Available in NYC, Philadelphia and large cities in New England.

**Swee-Touch-Nee Tea**, Ceylon, India, China (Consolidated Tea Co.). 4 oz., 32¢. Available nationally.

**Wanamaker's Pantry Shelf**, Irish Style (John Wanamaker, NYC). 4 oz., 38¢. Irish Style is a "tippy" Indian or Ceylon tea. "Tips" are the golden flowers of the bush, used in blends for eye appeal. (This package was part of a box assortment of four types for \$1.50.) Available at Wanamaker's Dep't Store in NYC and Philadelphia.

**Tetley T-O-P Orange Pekoe and Pekoe** (Jos. Tetley & Co., NYC). 4 oz., 25¢. Available nationally.

**Tree Tea Ceylon and India Black** (M. J. B. Co., San Francisco). 4 oz., 22¢.

**Salada Red Label Orange Pekoe and Pekoe Black** (Salada Tea Co., Boston). 4 oz., 24¢. Available nationally.

**Macy's Orient Ceylon and India Orange Pekoe and Pekoe Black** (R. H. Macy & Co., NYC). 4 oz., 28¢. Available at Macy's Dep't Store in NYC.

**Manning's Blue Label Black** (Manning's, Inc., Seattle). 4 oz., 22¢. Available at Manning's Stores in Seattle.

**Mayfair Pekoe and Orange Pekoe Black** (A&P, NYC). 4 oz., 21¢. Available nationally at A&P Stores.

**Pride of Erin Irish Style Black** (Moore Tea Co., Long Island, N. Y.). 4 oz., 26¢.

**Krasdale Orange Pekoe Black** (Krasdale Foods, Inc., NYC). 8 bags (¾ oz.), 10¢ (64¢ for 4 oz.). Available in NYC, Pennsylvania, New Jersey, Connecticut, Massachusetts and Rhode Island.

**Co-op Ceylon Black** (National Cooperatives, Inc., Chicago). 4 oz., 25¢. Available nationally at Co-op Stores.

**Wanamaker's Pantry Shelf Orange Pekoe** (John Wanamaker). 4 oz., 38¢. Light flavor, liquor and body.

**Wanamaker's Pantry Shelf India-Ceylon** (John Wanamaker). 4 oz., 38¢. Light flavor, liquor and body.

**Dellford Orange Pekoe** (Middendorf & Rohrs, NYC). 16 bags (1¼ oz.), 18¢

(57.6¢ for 4 oz.). Good body. Available in NYC.

**Anderson's India and Ceylon Mixed** (Anderson's, NYC). 4 oz., 25¢. Good body. Available at Anderson's Tea Store, NYC.

**Kroger's May Gardens Orange Pekoe and Pekoe Black** (Kroger Grocery & Baking Co., Cincinnati). 4 oz., 23¢. Good body. Available nationally at Kroger Stores.

**Gerbro Black** (Gerber Bros., Brooklyn, N. Y.). 48 bags (3¾ oz.), 49¢ (52.3¢ for 4 oz.). Good body. Available nationally.

**Ecco Black Orange Pekoe and Pekoe** (Economy Grocery Stores, Boston). 4 oz., 23¢. Light body. Available at Economy Stores and Stop & Shop Supermarkets in Connecticut and Massachusetts.

**Garden Restaurant Orange Pekoe Black** (Bloomingdale's, NYC). 48 bags (3¾ oz.), 37¢ (39.5¢ for 4 oz.). Light body. Available at Bloomingdale's Dep't Store, NYC.

**Belle of Killarney Irish Style** (Albert Ehlers, Inc., Brooklyn, N. Y.). 4 oz., 24¢. Not much body. Available nationally.

**Kingsmere Ceylon-India Orange Pekoe** (Phelps, Krag & Co., Detroit). 4 oz., 23¢. Not much body.

**Mel-O-Test Russian** (Mecca Coffee & Tea Co., NYC). 4 oz., 45¢. Not much body.

**Royal Scarlet Ceylon-India-Black** (R. C. Williams & Co., NYC). 4 oz., 23¢. Not much body. Available nationally.

**Signal Russian Black and White Tea Leaves** (Signal Tea Co., NYC). 33¢ for 4 oz. Not much body. (Russian Black and White is a blend of black tea with a little China Foochow Flowery Orange Pekoe added for decorative purposes.)

## DARJEELING TEA

**Lenox Darjeeling Fancy Orange Pekoe** (Gimbel Bros., NYC). 4 oz., 31¢. Available at Gimbel's Dep't Store, NYC.

**Macy's Extra Fancy Darjeeling Black** (R. H. Macy & Co., NYC). 4 oz., \$1.66. Not much body. Available at Macy's Dep't Store, NYC.

## CHINA TEA

**Lily White Lapsang Souchong Black** (R. H. Macy & Co.). 4 oz., 53¢. (Lapsang Souchong is a smoky-flavored black leaf tea produced in China). Available at Macy's Dep't Store, NYC.

**Wu Lung** (Tack Kee & Co., Hongkong). 2¼ oz., 65¢, but actual weight, 3.6 oz. (72.2¢ for 4 oz., based on weight found). Oolong tea. Available, until present supplies are exhausted, at China Importers, NYC,

## MEDIUM QUALITY BLACK TEA

**Bengal Orange Pekoe, Pekoe and Cut Tea** (Dannemiller Coffee Co., Brooklyn, N. Y.). 8 bags (¾ oz.), 10¢ (64¢ for 4 oz.). Available in Eastern States.

**Homeland Orange Pekoe Black** (First National Stores, Somerville, Mass.). 4 oz., 19¢. Available at First National Stores in New England and New York State.

**Grisdale Delicious Blend** (Gristede Bros., Inc., NYC). 4 oz., 29¢. Available at Gristede Stores in NYC.

**Lipton Orange Pekoe and Pekoe** (Thomas J. Lipton, Inc., Hoboken, N.J.). 4 oz., 28¢. Available nationally.

**Manning's Yellow Label** (Manning's, Inc.). 4 oz., 19¢. Available at Manning's Stores in Seattle.

**Mission Garden Black** (Mission Garden Co., NYC). 4 oz., 21¢. Available in NYC, New Jersey, Connecticut, Philadelphia, Chicago, Los Angeles, San Francisco, Florida and Texas.

**Perfection Pekoe and Orange Pekoe** (Thos. Roulston, Inc., Brooklyn, N. Y.). 4 oz., 23¢. Available at Roulston Stores, NYC.

**Old Dutch Mill India, Ceylon Black** (Old Dutch Mills, Inc., NYC). 4 oz., 29¢. Available in New England and other Eastern States, Kansas and Ohio.

**Red and White Orange Pekoe and Pekoe Black** (Red and White Corp., Chicago). 4 oz., 25¢. Available at Red and White Stores in New England, Middle West and Rocky Mountain area.

**Royal Guest Orange Pekoe and Pekoe** (Independent Grocers Alliance Distributing Co., Chicago). 8 bags (¾ oz.), 10¢ (64¢ for 4 oz.). Available nationally at IGA Stores.

**Schilling Orange Pekoe and Pekoe Black** (A. Schilling & Co., San Francisco). 4 oz., 27¢. Available on the West Coast.

**Spring Leaf Ceylon and India Black** (Spring Leaf Tea Co., NYC). 4 oz., 29¢.

**Tender Leaf Orange Pekoe and Pekoe Black** (Standard Brands, Inc., NYC). 4 oz., 24¢. Available nationally.

**Weddle's Maybloom Irish Style** (Weddle Tea Co., NYC). 4 oz., 44¢. Available at Weddle Tea Co., NYC.

**Blue Jewel Orange Pekoe and Pekoe Black** (Jewel Tea Co., Barrington, Ill.). 4 oz., 18¢. Available in Midwest at Jewel Food Stores.

**Blackbird Orange Pekoe and Pekoe Black** (H. P. Lau Co., Lincoln, Nebr.). 1½ oz., 10¢ (29.1¢ for 4 oz.). Available in Kansas and Nebraska.

**B&S East India Orange Pekoe** (Bleeker & Simmons, Inc., NYC). 4 oz., 39¢. Available in New England and Middle Atlantic States.

**Bohack Flowery Orange Pekoe** (H. C. Bohack Co., Brooklyn, N. Y.). 4 oz.,



23¢. Light liquoring. Available at Bo-  
hack Stores in Long Island.

**Co-op Green Label Black** (National Co-  
operatives, Inc., Chicago). 8 oz., 34¢  
(17¢ for 4 oz.). Good body. Available  
nationally at Co-op Stores.

**Co-op Orange Pekoe Black** (Eastern  
Cooperative Wholesale, Inc., NYC).  
16 bags (1¼ oz.), 15¢ (48¢ for 4 oz.).  
Good body. Available nationally at  
Co-op Stores.

**Nectar Pekoe and Orange Pekoe Black**  
(A&P). 4 oz., 19¢. Good body. Avail-  
able nationally at A&P Stores.

**S&W Orange Pekoe and Pekoe Black**  
(S&W Fine Foods, Inc., San Fran-  
cisco). 16 bags (1.3 oz.). 29¢ (30.8¢ for  
4 oz.). Good body. Available nation-  
ally.

**W. Wissotzky** (Adolph Goldmark &  
Sons Corp., NYC). 3 oz., 34¢ (45.3¢  
for 4 oz.). Good body.

**Arbutus Special Blend Black Pekoe and**  
**Orange Pekoe** (Economy Grocery  
Stores). 4 oz., 19¢. Light body and  
flavor. Available at Economy Grocery  
Stores and Stop & Shop Supermarkets  
in Connecticut and Massachusetts.

**White Rose Pekoe and Orange Pekoe**  
**Black** (Seeman Bros., NYC). 4 oz.,  
23¢. Lacked body. Available nation-  
ally.

**Asco Pekoe and Orange Pekoe** (Ameri-  
can Stores Co., Philadelphia). 4 oz.,  
19¢. Lacked body. Available nation-  
ally at American Stores.

**Richmond Stringless Orange Pekoe**  
**Blend Black** (First National Stores).  
16 bags (1¼ oz.), 11¢ (35.2¢ for 4  
oz.). Lacked body. Available in New  
York and New England at First Na-  
tional Stores.

**New Challenge Pekoe and Orange**  
**Pekoe Black** (Eppens Smith Co.,  
NYC). 4 oz., 28¢. Lacked body.

**Forbes Martha Washington Brand**  
**Orange Pekoe® and Pekoe Black**  
(Jas. H. Forbes Tea and Coffee Co.,  
St. Louis, Mo.). 4 oz., 31¢. Light li-  
quor. Available in Mississippi Valley.

**Andersons Darajoedi** (Andersons,  
NYC). 4 oz., 50¢. Good body but lack-  
ing in flavor. (Darajoedi is a coined  
name; it is not generally applied to  
any type of tea.) Available at Ander-  
son's Tea Store in NYC.

**Carmen Black** (Ranga Tea Co., Newark,  
N. J.). 4 oz., 25¢. Light body; lacking  
in flavor.

**June Blossom Pekoe and Orange Pekoe**  
**Black** (Eppens Smith Co., NYC). 4  
oz., 29¢. Light body; lacking in flavor.

**Manning's Red Label** (Manning's, Inc.,  
Seattle). 4 oz., 17¢. Light body; lack-  
ing in flavor. Available at Manning's  
Stores, Seattle.

**Schweitzer's** (Schweitzer's Importers,  
NYC). 4 oz., 25¢. Light body; lacking  
in flavor. Available at Schweitzer's  
Coffee Store, NYC.

**Golden Rose Pekoe and Orange Pekoe**  
**Black** (First National Stores). 4 oz.,  
19¢. Little body. Available at First Na-

tional Stores in New York and New  
England.

**Hudson's Orange Pekoe** (J. L. Hudson  
Co., Detroit). 8 oz., 46¢ (23¢ for 4  
oz.). Little body. Available at Hud-  
son's Dep't Store in Detroit.

## FAIR QUALITY BLACK TEA

**Tea Pot Orange Pekoe and Pekoe**  
(Grand Union Co., NYC). 4 oz., 19¢.  
Available at Grand Union Stores in  
New York, Pennsylvania, New Jersey,  
Connecticut, Massachusetts and Ver-  
mont.

**Edenvalle Ceylon Black** (S. S. Pierce  
Co.). 4 oz., 24¢. Available at S. S.  
Pierce Stores in Boston.

**Mc Banquet Orange Pekoe and Pekoe**  
**Cut Black** (McCormick & Co., Balti-  
more). 16 bags (1¼ oz.), 16¢ (51.2¢  
for 4 oz.). Available nationally.

**National Orange Pekoe and Pekoe** (Na-  
tional Tea Co., Chicago). 4 oz., 23¢.  
Available at National Tea Stores in  
the Central States.

**Ben Hur Orange Pekoe and Pekoe**  
**Black** (Ben Hur Products, Los An-  
geles). 4 oz., 25¢. Available in San  
Francisco and Arizona.

**Our Own Pekoe and Orange Pekoe**  
**Black** (A&P). 4 oz., 17¢. Available na-  
tionally at A&P Stores.

**Manischewitz** (Manischewitz Food  
Products, Inc., NYC). 4 oz., 29¢. Lit-  
tle flavor; lacking in body. Available  
nationally.

**Southern Manor Orange Pekoe and Pe-  
koe Black** (Colonial Stores, Inc., Nor-  
folk, Va.). 4 oz., 15¢. Little flavor;  
lacking in body. Available at Colonial  
Stores in Southern States.

**Court House Fancy Black** (C. F. Smith  
Co., Detroit). 4 oz., 24¢. Light liquor-  
ing; little flavor.

**Ehlers Grade A Pekoe and Orange Pe-  
koe Black** (Albert Ehlers Inc.). 4

oz., 29¢. Light liquoring; little flavor.  
Available in New York, Pennsylvania,  
New Jersey, Delaware, Connecticut,  
Rhode Island, Massachusetts, Mary-  
land and District of Columbia.

**F and B Orange Pekoe** (Famous-Barr  
Co., St. Louis). 4 oz., 27¢. Light li-  
quoring; little flavor. Available at Fa-  
mous-Barr Food Store, St. Louis.

**Esco** (Mecca Coffee & Tea Co., NYC).  
25 bags (1.6 oz.), 25¢ (62.5¢ for 4 oz.).  
Good body; lacking in flavor.

**Hamstra's Orange Pekoe and Pekoe**  
(H. Hamstra & Co., NYC). 2 oz., 25¢  
(50¢ for 4 oz.). Good body; lacking in  
flavor.

**Richelieu Orange Pekoe Black** (Sprague  
Warner Corp., Chicago). 48 bags (3¼  
oz.), 55¢ (62.9¢ for 4 oz.). Good body;  
lacking in flavor. Available nationally.

**Canterbury Orange Pekoe and Pekoe**  
**Black** (Dwight Edwards Co., San  
Francisco). 4 oz., 22¢. Good body;  
lacking in flavor. Available nationally.

**Clover Farm Orange Pekoe and Pekoe**  
(Clover Farm Stores, Cleveland). 4  
oz., 25¢. Good body; lacking in flavor.  
Available at Clover Farm Stores in  
Central States.

**Shamrock Irish Style Pekoe and Orange**  
**Pekoe** (Irish Tea Sales Corp., Long  
Island, N. Y.). 8 oz., 42¢ (21¢ for 4  
oz.). Good body; lacking in flavor.

**Premier Pekoe and Orange Pekoe Black**  
(Frances H. Leggett & Co., NYC).  
4 oz., 29¢. Lacking in flavor. Available  
nationally.

**Monarch Orange Pekoe Black** (Reid,  
Murdoch & Co., Chicago). 4 oz., 28¢.  
Lacking in flavor and body; flat.  
Available nationally.

**Momi Orange Pekoe** (Montgomery  
Mills, Jersey City, N. J.). 4 oz., 29¢.  
Lacking in flavor and body; flat.  
Available in New Jersey and NYC.

**Astor Orange Pekoe Black** (B. Fisher &  
Co., NYC). 1 oz., 9¢ (36¢ for 4 oz.).  
Lacking in flavor and body; flat.  
Available nationally.

## CANNED TOMATOES

... equal fresh ones in food value. Grade C a "Best Buy"  
for cooking, but some Grade A brands are inexpensive.

With canned tomatoes off the ra-  
tion list, the thrifty housewife no  
longer has to choose between paying  
high prices for fresh tomatoes out  
of season and spending a large share  
of her precious processed food  
stamps for canned tomatoes. Instead  
of paying 25 or 30 cents for a pound  
of fresh tomatoes, she can get a good  
grade of canned tomatoes for con-  
siderably less. And canned tomatoes  
are practically equivalent in food  
value to fresh tomatoes.

So much emphasis has been placed  
on the vitamin C content of tomatoes

that its other contributions to the diet  
are often overlooked. Half a cup of  
canned tomatoes will supply the mini-  
mum protective daily requirement of  
vitamin C. But this same half cup  
will also supply about one-tenth of  
the daily vitamin B<sub>1</sub> requirement and  
almost half the daily vitamin A need,  
as well as many of the minerals nec-  
essary to good nutrition.

Quality in canned tomatoes, as de-  
termined by the U. S. Department of  
Agriculture's grades, depends on  
four main factors: color, wholeness,  
absence of defects and drained

weight. The "quality," however, is not based on nutritive value, and a Grade C can of tomatoes has the same nutritive value as a Grade A can. For making stews, sauces, soups or for serving as a hot vegetable—in fact for any use in which appearance is not a major factor—Grade C tomatoes are just as good as Grade A. And they are—or should be—cheaper.

High quality, peeled, canned tomatoes are the best buys for use in salads, or for any use where whole tomatoes are desired when fresh tomatoes are expensive.

**COLOR:** Tomatoes for canning should be picked when "prime ripe," neither green nor overripe. A good red color usually means a good tomato flavor. The yellow varieties are not canned.

**WHOLENESS:** Varieties which yield smooth, fairly large tomatoes are generally used. After picking at prime ripeness, the tomatoes are washed, sorted, trimmed, scalded, peeled and cored. The liquid collected during the peeling and coring is the "juice" used in packing.

The problem of keeping canned tomatoes firm and whole is a serious one. A can of tomatoes which was Grade A when packed—whole tomatoes of good color, free from defects and with a high percentage of drained tomatoes—may be Grade C by the time it reaches the consumer because most of the tomatoes may have become mushy and broken by rough handling in transit and storage. The canning process causes a partial breakdown of the cell structure of the tomato, releasing the pectin constituents. Action of the natural enzymes in tomatoes changes the pectin to pectic acid which has a softening effect on the tomatoes so that they tend to collapse. Fully ripe tomatoes are most susceptible.

It has been found that the addition of a very small amount of calcium chloride forms a gel which supports the tomato tissues and protects them from this softening effect. Tomatoes packed in this way may have a statement on the label, "trace of calcium chloride added." If such a product has a salty, bitter taste or has tough, leathery tomatoes, it means too much calcium chloride.

**ABSENCE OF DEFECTS** is an indication of the care with which the tomatoes were cored, peeled and trimmed. Careful coring is important because worms, which generally lodge in the core, may go through unnoticed;

careful peeling and trimming are also prerequisites for good quality because tomato rot and mold start on the surface. Brands with excessive peel or core were rated "Not Acceptable."

**DRAINED WEIGHT** is based on the actual weight of the tomatoes as compared with the amount of juice. A low drained weight may mean that the proportion of tomatoes to liquid originally packed was low, or it may mean that the tomatoes became mushy or broken up during storage. A No. 2 (1 lb. 3 oz.) can should contain 10¼ oz.—the minimum allowed for Grade C—or more of tomatoes after the liquid is drained off.

Tomatoes for home use are generally canned in No. 2 (1 lb. 3 oz.) or No. 2½ (1 lb. 12 oz.) cans. There are no restrictions on tinplate allotments for canned tomatoes.

#### RATINGS

Graders of the Agricultural Marketing Service tested from two to four cans each of 31 different brands of tomatoes for CU. Brands are listed in order of decreasing score within each grade. Although many of the Grade C brands had a total score within the Grade B range, they are, in accordance with usual practice, listed as Grade C because one or more of the determining factors scored Grade C.

#### BEST BUYS

*The following brands were judged to give the best values for the money. (The price given is the average paid for No. 2 cans, unless otherwise indicated.)*

**Jack Sprat** (Jack Sprat Foods, Inc., Marshalltown, Iowa). 14¢. Grade A. Practically free from defects; tomatoes mostly whole. Salt and trace of calcium chloride added. Available in Chicago, Memphis, New Orleans, Gulfport and West of the Mississippi.

**Finast** (First National Stores, Inc., Somerville, Mass.). 16¢ for No. 2½ can. Grade B. Reasonably free from defects; tomatoes mostly whole. Available in New England and parts of New York State at First National Stores.

**Iona** (A & P, NYC). 10¢. Grade C. Fairly free from defects; few whole tomatoes. Available nationally at A&P Stores.

#### ACCEPTABLE

*(In order of decreasing quality score within each grade. Price is average paid for No. 2 cans, unless otherwise noted.)*

#### GRADE A

**Jack Sprat** (see "Best Buys").

#### GRADE B

**Red & White** (Red & White Corp., Chicago). 21¢ for No. 2½ can. Practically

free from defects; tomatoes mostly whole. One code was packed with a trace of calcium chloride. Available in the Northeast, Midwest and Rocky Mountain region at Red & White Stores.

**Dellford** (Middendorf & Rohrs, NYC). 15¢. Reasonably free from defects; tomatoes mostly whole. Available in NYC.

**Saracen** (Emery Food Co., Chicago). 18¢. Reasonably free from defects; tomatoes mostly whole. Drained weights variable. Available in NYC.

**Finast** (see "Best Buys").

**Trupak** (Haas Bros., San Francisco). 20¢ for No. 2½ can. Reasonably free from defects; tomatoes mostly whole. Packed with trace of calcium chloride. Available on West Coast.

**Farmdale** (American Stores Co., Philadelphia). 12¢. Labeled U. S. Grade B. Reasonably free from defects; few whole tomatoes. Available nationally at American Stores.

**Grand Union** (Grand Union Co., NYC). 18¢. Labeled Grade A. Reasonably free from defects; tomatoes mostly whole. Available at Grand Union Stores in New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Vermont.

**Sun Glory** Extra Standard Quality (Economy Grocery Stores, Boston). 12¢. Three cans practically free from defects; tomatoes mostly whole. Fourth can had excessive defects, tomatoes mostly broken; substandard with respect to drained weight. Available at Economy Grocery Stores and Stop & Shop Supermarkets in Connecticut and Massachusetts.

**Rose-Dale** (Libby, McNeill & Libby, Chicago). 17¢. Reasonably free from defects; few whole tomatoes. Available nationally.

**Ecco** (Economy Grocery Stores). 14¢. Reasonably free from defects; few whole tomatoes. One can substandard with respect to drained weight. Slightly flavored with salt. Available at Economy Stores and Stop & Shop Supermarkets in Connecticut and Massachusetts.

**Flotill** (Flotill Products, Inc., Stockton, Calif.). 23¢ for No. 2½ can. Unpeeled plum tomatoes, reasonably free from defects. Available nationally.

**Phillips Delicious** (Phillips Packing Co., Cambridge, Md.). 15¢. Reasonably free from defects; few whole tomatoes. Available nationally.

**Stokely's Finest** (Stokely Bros. & Co., Indianapolis). 14¢. Not uniform, but reasonably free from defects; tomatoes mostly whole. Two cans were substandard with respect to drained weight. Seasoned with salt. Available nationally.

#### GRADE C

**Richmond** (First National Stores). 12¢. Reasonably free from defects; few whole tomatoes. Available at First



National Stores in New England and parts of New York State.

**Iona** (see "Best Buys").

**Premier** (Francis H. Leggett & Co., NYC). 15¢. Variable with respect to defects, from reasonably free to excessive; tomatoes mostly whole.

**Hurlock** (American Stores). 12¢. Labeled U. S. Grade C. Practically free from defects; tomatoes mostly broken. Available nationally at American Stores.

**Del Monte** (California Packing Corp., San Francisco). 21¢ for No. 2½ can. Reasonably free from defects; tomatoes mostly broken. Available nationally.

**Yacht Club** (Reid, Murdoch & Co., Chicago). 17¢. Not uniform, but generally fairly free from defects; tomatoes mostly whole. Flavored with salt. Available nationally.

**Asco** (American Stores). 13¢. Reasonably free from defects; few whole tomatoes. Available nationally at American Stores.

**Co-op** (National Cooperatives, Inc., Chicago). 14¢. Labeled Grade C. Variable with respect to defects, from reasonably free to excessive; tomatoes mostly broken; one can substandard with respect to drained weight. Available nationally at Co-op Stores.

**Kroger's Avondale** (Kroger Grocery & Baking Co., Cincinnati). 12¢. Reasonably free from defects; few whole tomatoes. Available nationally at Kroger Stores.

**Sweet Life** (Sweet Life Food Corp., Brooklyn, N.Y.). 17¢. Fairly free from defects; few whole tomatoes.

**Willow Brook** (Phillips Bros., Salisbury, Md.). 11¢. Fairly free from defects; tomatoes mostly broken.

**Gibbs** (Gibbs & Co., Baltimore). 10¢. Fairly free from defects; few whole tomatoes.

**Rialto** (Grand Union Co.). 10¢. Fairly free from defects; tomatoes mostly broken. Available at Grand Union Stores in New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Vermont.

**Apte** (Apte Bros. Canning Co., Miami). 10¢. Fairly free from defects; tomatoes mostly broken; drained weight not uniform. Available nationally.

## NOT ACCEPTABLE

(The following brands were substandard in one or more factors, in two or more codes.)

**All Good** (F. M. Ball & Co., Oakland, Calif.). 18¢ for No. 2½ can. Fairly free from defects; tomatoes mostly broken. Substandard with respect to drained weight.

**Dodge** (Haas Bros., San Francisco). 20¢ for No. 2½ can. Not uniform. Excessive defects; few whole tomatoes.

**Gardenside** (Table Products Co., Oakland, Calif.). 10¢. Excessive defects; tomatoes mostly broken.

# Canned Peas

... now unrationed, should be bought with care, for grade labeling is badly needed here. Tests by Agricultural Marketing Service show some Grade A's costing no more than some Grade C brands.

CU's ratings of peas are based on tests of 44 brands. At least two and in most cases four cans of each brand were tested for CU by government graders in the Agricultural Marketing Service. Prices of the brands tested ranged from 11¢ to 25¢.

A comparison of grade and price again proves that the housewife cannot rely upon price as a guide to quality: Prices of Grade B brands ranged from 13¢ to 23¢, whereas CU's "Best Buys," all Grade A, were priced between 13¢ and 18¢. (Two Grade A brands cost more—one 21¢, the other 25¢). Prices of Grade C brands ranged from 11¢ to 17¢, very little less than the "Best Buys."

Peas are a good source of minerals and of vitamins A, C, and the B complex. A substantial portion of this nutritive value is in the packing liquor, so don't pour it down the drain. Use it in soups and sauces; or mix it with other juices to make a vegetable cocktail.

Commercially canned peas are generally of two types: the Early June or Alaska peas (smooth type) and the later maturing sweet varieties (wrinkled type). Different sizes of the same type may be packed together, but the two types are never mixed.

Growers and canners must work together to get the pea crop into the cans at the right moment. They know that the pea, which is the seed of a plant, changes very rapidly in its development from the tender-skinned "newborn" seed, rich in dissolved sugars, to the tough-shelled, mealy, fully mature pea, supplied with a concentrated store of starch for the nourishment of the embryo plant within it. The fully mature pea is hardly edible. It is tough and hard to digest. Between the stages of infancy and full maturity the seed reaches a maturity optimum for canning. Quick action is required to get the peas off

the vines before they pass their peak of tenderness and sweetness.

## HOW PEAS ARE GRADED

Since the edible qualities of peas—tenderness and sweetness—are so closely related to degree of maturity, the standards of the U. S. Department of Agriculture allot 45% of the total grading score to "degree of maturity."

The appearance factor is accorded 30% of the total score. In appearance ratings, defects such as broken, spotted or discolored peas, and presence of extraneous material such as pea pods and thistle buds are considered.

The rest of the score is divided between uniformity of color and clearness of liquor. "Clearness of liquor" is indirectly related to maturity, since the high starch content of peas which are too mature tends to produce a cloudy liquor.

Ratings are in order of quality without regard to price. Grade A (Fancy) scored 90 to 100 points; Grade B (Extra Standard), 75 to 89 points; Grade C (Standard), 60 to 74 points. "Off-Grade" were those which failed to meet the requirements of Grade C.

Price is for a No. 2 (1lb., 4 oz.) can unless otherwise stated.

## BEST BUYS

The following brands were judged to offer the best values for the money in the order given:

**Mission Sugar Peas** (California Packing Corporation, San Francisco). 13¢. Practically free from defects; very tender. Grade A. Available on West Coast.

**Snider's Lily of the Valley Sifted Sweet Wrinkled Peas** (Snider Packing Corp., Rochester, N.Y.). 16¢. Practically free from defects; tender. Grade A. Note lower rating of Snider's Early June peas. Available nationally.

**Ecco Fancy Sweet Peas** (Economy Gro-

cery Stores, Boston). 17¢. Practically free from defects; very tender. Grade A. Available in Massachusetts and Central Connecticut at Economy Grocery Stores and Stop & Shop Supermarkets.

**Finast Sweet Peas** (First National Stores, Somerville, Mass.). 18¢. Reasonably free from defects; very tender. Grade A. Available in parts of New York State and New England at First National Stores.

## ACCEPTABLE

(In estimated order of quality)

## GRADE A

**Royal Scarlet Tiny Early Peas** (R. C. Williams & Co., NYC). 25¢. Practically free from defects; very tender. Available nationally.

**White Rose Small Very Young Sweet Peas** (Seeman Bros., NYC). 21¢. Packed with added sugar and salt. Practically free from defects; very tender. Available nationally.

**Mission Sugar Peas** (see "Best Buys").  
**Snider's Sifted Sweet Wrinkled Peas** (see "Best Buys").

**Ecco Fancy Sweet Peas** (see "Best Buys").

**Finast Sweet Peas** (see "Best Buys").

**Grand Union Early June Peas** (Grand Union Co., NYC). 19¢. Practically free from defects; very tender. Available at Grand Union Stores in New York, New Jersey, Pennsylvania, Massachusetts, Connecticut and Vermont.

## GRADE B

**Green Giant Great Big Tender Sweet Peas** (Minnesota Valley Canning Co., Le Sueur, Minn.). 17¢. Practically free from defects; tender. Sugar and salt added. Available nationally.

**Dodge Sweet Peas** (Haas Bros., San Francisco). 16¢. Practically free from defects; tender. Available on the West Coast.

**Co-op Fancy Garden Sweet Peas**, labeled Grade A (National Co-operatives, Chicago). 18¢. Reasonably free from defects; tender. Available nationally at Co-op Stores.

**Asco Fancy Sweet Peas**, labeled Grade A (American Stores Co., Philadelphia). 15¢. Samples not uniform: one can practically free from defects and tender; another can of the same code, reasonably free from defects and tender. Available nationally at American Stores.

**Royal Scarlet Sweet Wrinkled Peas** (R. C. Williams & Co., NYC). 18¢. Reasonably free from defects; tender. Available nationally.

**Royal Scarlet Large Sweet Peas** (R. C. Williams & Co.). 21¢. Practically free from defects; tender. Available nationally.

**Rogers Fancy Sweet Peas** (Rogers Canning Co., Milton, Oregon). 17¢. Reasonably free from defects; tender. Available nationally.

**Belmont Early June Peas** (First National Stores). 16¢. Practically free from defects; tender. Available in parts of New York State and New England at First National Stores.

**Ecco Great Big Peas** (Economy Grocery Stores). 16¢. Reasonably free from defects; tender. Available in Massachusetts and Connecticut at Economy Grocery Stores.

**Kroger's Country Club Sweet Sifted Peas** (Kroger Grocery & Baking Co., Cincinnati). 14¢. Reasonably free from defects; tender. Available nationally at Kroger Stores.

**White Rose "Tendabig" Sweet Peas** (Seeman Bros.). 15¢. Reasonably free from defects; tender. Available nationally.

**Red & White Garden Sweet Peas** (Red & White Corp., Chicago). 19¢. Practically free from defects; tender. Available at Red & White Stores in New England, the Middle West and Rocky Mountain area.

**Snider's Lily of the Valley Sifted Early June Peas** (Snider Packing Corp.). 14¢. Reasonably free from defects; tender. Available nationally.

**Stokely's Honey Pod Sugar Peas** (Stokely Bros., Indianapolis). 21¢. Reasonably free from defects; tender. Available nationally.

**"Yor" Garden Sweet Peas** (First National Stores). 18¢. Reasonably free from defects; tender. Available in parts of New York State and New England at First National Stores.

**Libby's Garden Sweet Peas** (Libby, McNeill & Libby, San Francisco). 15¢. Reasonably free from defects; tender. Sugar and salt added. Available nationally.

**Rose-Dale Sweet Peas** (Libby, McNeill & Libby). 16¢. Packed with added sugar and salt. Reasonably free from defects; tender. Available nationally.

**Jack Sprat Sweet Peas** (Jack Sprat Foods, Inc., Marshalltown, Iowa). 14¢. Reasonably free from defects; tender. Sugar, salt and water added. Available West of the Mississippi and in Chicago, Memphis, New Orleans and Gulfport.

**Silver Bar Sugar Peas** (California Packing Corp., San Francisco). 15¢. Reasonably free from defects; tender. Available nationally.

**Green Line Sweet Peas** (Economy Grocery Stores). 14¢. Reasonably free from defects; tender. Available in Massachusetts and Connecticut at Economy Grocery Stores.

**Co-op Grade C (Standard) Sweet Peas** (National Cooperatives). 15¢. Reasonably free from defects; tender. Labeled Grade C but were Grade B. Available nationally at Co-op Stores.

**Del Monte Early Garden Sugar Peas** (California Packing Corp.). 16¢. Reasonably free from defects; tender. Salt and sugar added. Available nationally.

**Highway Sweet Peas** (Table Products Co., Oakland, Cal.). 13¢. Samples not uniform: One code reasonably free from defects and tender; another code fairly free from defects and starchy or nearly mature. Available in New York, New Jersey, Washington, D. C., Richmond, Va. and throughout Western States at Safeway Stores.

## GRADE C

**Blue and White Early June Peas** (Red & White Corp.). 17¢. Practically free from defects; starchy or nearly mature. Available at Red & White Stores in New England, the Midwest and the Rocky Mountain area.

**High-Value Sweet Peas** (Economy Grocery Stores). 12¢. Reasonably free from defects; starchy or nearly mature. Sugar and salt added. Available in Massachusetts and Connecticut at Economy Grocery Stores.

**Valley Green Early June Peas** (American Stores). 16¢. Reasonably free from defects; starchy or nearly mature. Available nationally at American Stores.

**Happy-Vale Sweet Peas** (Emery Food Co., Chicago). 12¢. Fairly free from defects; starchy or nearly mature. Sugar and salt added. Available nationally.

**Iona Sweet Peas** (A & P, NYC). 11¢. Fairly free from defects; starchy or nearly mature. Available nationally at A & P Stores.

**Atlantic Early June Peas** (A & P). Fairly free from defects; starchy or nearly mature. Available nationally at A & P Stores.

**Co-op Economy Pack Early June Peas**, labeled Grade C (National Cooperatives, Inc.). 13¢. Samples not uniform: one code substandard because peas were mature; other code scored fairly high Grade C. Available nationally at Co-op Stores.

**Gardenside Early June Peas** (Table Products Co.). 12¢. Fairly free from defects; starchy or nearly mature. Available nationally at Safeway Stores.

**Phillips Delicious Early June Peas** (Phillips Packing Co., Inc., Cambridge, Md.). 15¢. Fairly free from defects; starchy or nearly mature. Available nationally.

**Our Favorite Sifted Early Peas** (Fame Canning Co., Inc., Indianapolis, Ind.). 12¢. Samples not uniform: one can of each code substandard because peas were mature. Fairly free from defects. Available in Oklahoma and Texas.

**Hurlock Sweet Peas**, labeled Grade C (American Stores Co.). 12¢. Fairly free from defects; starchy or nearly mature. Available nationally at American Stores.



# Hair Dyes: *Beware!*

Their use is often accompanied by danger and disappointment to beauty seekers, CU evaluation discloses.

The quest for eternal youth did not die with alchemy in the Middle Ages. Modern science continues the search, and from time to time ripples of excitement are created by reports of some newly discovered vitamin or hormone which, it seems, may possibly have magic powers of rejuvenation.

Most people dread growing old and greet the outward signs of this still-inevitable process with displeasure. No advertisements take bolder advantage of this feeling than do the hair dye ads. Many of their more susceptible readers become excessively self-conscious about their graying hair. Fearful of being "all alone," unwilling to give up "romance and gay times," they buy the products and follow the directions. Such experimentation too often takes place in the "privacy of the home" with results frequently unexpected — sometimes grotesque or tragic.

To those who are undecided CU's best advice, based on a study of the dangers involved in the use of hair dye, is that they resist the lures of glamour advertising unless there are compelling reasons for dyeing the hair.

There is, however, a large group of people whose resort to hair dyeing is entirely justifiable for either economic or psychological reasons, the latter being no less real, especially to young people prematurely gray. To this group we offer advice and information.

## WHY GRAY HAIR?

Gray hair appears—at an age which seems in many cases to be determined by heredity—because of a gradual decrease in the body's supply of melanin, a pigment produced by the body's oxidation process and deposited in the hair by the blood. Hair once grown does not "fade," and the dye ads which claim to restore color to "faded hair" are misrepresenting the facts.

There is no known way of restoring color to gray hair, either by the external application of cosmetic products or by dosing with vitamin pills.

Neither calcium pantothenate, exploited by advertisers a few years ago as the "anti-gray hair vitamin," nor para-aminobenzoic acid (another member of the vitamin B complex to which anti-gray hair properties have recently been ascribed) will do the trick for human beings, although they have met with some success with gray-haired rats. Says the Food & Drug Administration in a communication on the subject dated July 9, 1943: "Since competent investigations have not confirmed that administration of para-aminobenzoic acid will cause restoration of the pigment of gray hair in man, to add this to a vitamin preparation is unwarranted."

There is some evidence, however, that young people whose general health is good are less likely to turn gray than those in poor physical condition. If you feel that silver threads are appearing before they should a physical check-up is indicated, not a vitamin pill.

Then, if your doctor has no recommendations, and you feel you must color your hair, make a date with the most skillful operator you can find and let him glorify you with a good hair dye. But first let us warn you about the more unpleasant aspects of this beautifying project.

There is no completely safe hair dye on the market which is capable of producing both a pleasing and a permanent color. Since, as the makers of *Inecto* assure you, tinting "in no way interferes with the growth of the hair," the dyeing process is likely to be an endless one, consuming both time and money. Attempts to economize by dyeing your own hair at home may prove disastrous to your health—almost surely to your appearance; you should find an expert operator who is thoroughly familiar with the action of dyes and skillful in applying them.

Assuming that you are undaunted by these general warnings, we offer specific information about the hair dyes in use so that you may have a basis for checking the work of your hairdresser, a voice in the choice of a dye for your hair and a realization

of the risks involved. There are three general types of dyes from which to choose: coal-tar, metallic and vegetable.

Coal-tar dyes are of two classes—those using finished coal-tar colors and those containing coal-tar intermediates. Coal-tar intermediates are colorless "amino" compounds which produce color by oxidizing on contact with air. The oxidation process is hastened by the addition of hydrogen peroxide, and different shades are obtained by the use of modifying ingredients such as amido phenol and resorcin.

## AMINE-TYPE DYES

The most effective type of hair dye contains as its essential ingredient one of these amino compounds—usually paraphenylene diamine or paratolylene diamine, the best known members of the coal-tar intermediate group.

Amine-type dyes are said to penetrate and color the inner substance of the hair, not destroying its natural lustre as do the metallic dyes which deposit a coating of foreign material on the surface of the hair shaft. The amine dyes are also capable of producing a wide range of colors.

Unfortunately, however, amine dyes are potentially the most dangerous as well as the most successful of all hair dyes. To some persons—about 4%, according to one authority—who are especially sensitive to them, the amines are highly toxic chemical compounds. The use of these dyes by such sensitive persons results in acute dermatitis or asthma—and in rare cases in poisoning so severe as to be fatal.

Such a severe case, recently described in the *Archives of Neurology and Psychiatry*, was that of a woman dying from a paraphenylene diamine poisoning which caused noticeable changes in the nerve cells of her body.

The records of the Food and Drug Administration contain numerous reports of damage suits against manufacturers of amine dyes, brought by users of their products who have suffered varying degrees of poisoning. *Clairol* and *Roux*, among the most popular of all hair dyes, figure prominently in damage-action literature.

## SENSITIVITY TEST

Now for the bright side of the picture. Amine-type dyes are not harmful to most people, and by means of



### Caution required on amine dyes.

a skin test it is possible to determine in advance whether or not you are sensitive to them. The following test is suggested in a regulation under the Federal Food, Drug and Cosmetic Act as a protection for prospective users of the toxic coal-tar hair dyes. The regulation states that directions for this test or one similar to it must appear in the labeling of all amine-containing dyes:

With a clean brush or other applicator apply a streak of dye (exactly the same as that to be used on the hair) not less than  $\frac{1}{4}$  inch wide and  $\frac{1}{2}$  inch long to the skin and scalp, preferably behind one ear. The dye must be placed on both the scalp and the hairless part of the skin. Combs, hats, spectacles and similar objects should not be permitted to come in contact with the test area, nor should the area be covered with a dressing. If any kind of irritation develops within 24 hours the dye must not be used.

*A new test must be made each time the hair is to be dyed, since a person who is not sensitive may become so and the dye may vary in composition.*

Under no circumstances should a hair dye of any kind be used when there is a disease or eruption present on the skin or scalp. All hair dyes are very dangerous to the eyes. None should ever be used on the eyelashes or eyebrows.

All the amine-type dyes rated as "Acceptable" carry this warning which the Food & Drug Administration's regulation says must appear, along with skin test directions, on the labels:

### CAUTION

This product contains ingredients which may cause skin irritation on certain individuals and a preliminary skin test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness.

### FINISHED COAL-TAR PRODUCTS

If you are one of those sensitive to amine dyes you may as well give up the idea of achieving a really satisfactory and safe coloring job on gray or nearly gray hair. (Redheads are excepted; they can use henna.) CU's recommendation of *finished coal-tar preparations* as second choice is based chiefly on the fact that they are harmless, containing only those coal-tar colors which have been certified by F&DA for cosmetic use. Unfortunately these harmless hair dyes are incapable of producing stable and permanent colors.

To this class of dye belong most of the so-called "rinses" currently enjoying extensive advertising. Although their color range is wide (*Colorinse* makes 14 shades—*Lov-alon* and *Golden Glint*, 12 each), their usefulness is limited to modifying and brightening the existing shade of the hair. Whatever tint they give will wash out when the hair is shampooed. This will prove an advantage if you've made an unfortunate color choice—annoying if you're caught in the rain without an umbrella.

The "rinses" claim modestly that they will "blend in *occasional* gray hairs." But if your hair is at the pepper-and-salt stage you'll have to be content with "that steel gray distinction" achieved by using first a black and then a platinum rinse; if your hair is white the most you can expect is a "pure white sheen of regal beauty," the ads admit. Consumers tell us that ordinary wash blueing is cheaper and less messy.

### METALLIC DYES

More manufacturers are making metallic hair dyes than any other kind. CU rates dyes of this type "Not Acceptable" because (1) they are all more or less poisonous, and (2) they produce unsatisfactory results.

Metallic dyes consist of a solution of a metallic salt which, on contact with the hair in the presence of light and air, deposits a dark-colored coating of the metal or its sulfide. Most of these dyes contain lead in solution with sulfur, or silver; some, copper or iron salts.

Amine dyes are *potentially* more dangerous than metallic, since their toxic effects are more violent. But in correct practice where skin tests are given they are actually *less* dangerous than metallic dyes which may produce poisoning by degrees and after pro-

longed use. Furthermore, no general tolerances for metallic impurities like lead in cosmetics have been established and it is probable that *anyone* using metallic dyes is subject to the effects of their toxicity.


Lead, for example, is a cumulative poison. Persons habitually using lead hair dyes are subject to chronic lead poisoning; and, since definite, easily recognized symptoms are rare, they are likely to be victims without knowing it. Chronic lead poisoning can often be detected only by a blood examination.

Silver, though not so poisonous as lead, may in time produce argyria, a permanent bluish discoloration of the skin.

The copper salts which are used in hair dyes are probably not injurious in themselves, but they require a toxic oxidizing agent (usually pyrogallol) to make them effective as a dye. Pyrogallol, though of vegetable origin, is actually the same kind of chemical as carbolic acid and can cause skin irritation or even more serious poisoning.

### F&DA AND FTC ON METAL DYES

It is well known that the metallic salts commonly used in hair dyes are poisonous substances. Section 601(a) of the Federal Food, Drug and Cosmetic Act states that a cosmetic is



## HOW TO MAKE BARBO HAIR PREPARATION

To a  $\frac{1}{4}$  Oz. (60c Box) Of  
**BARBO COMPOUND**

add


Bay Rum.....	1 Oz.
Glycerine.....	$\frac{1}{4}$ Oz.
Water.....	7 Oz.

Shake bottle well while using.

**CAUTION**

This product contains a metallic salt. It is **FOR EXTERNAL USE ONLY** and may cause poisoning if taken internally or absorbed into the system. Be careful to keep away from eyes and mouth. Do not use near any scratches, sores or breaks in the skin through which it may be absorbed. Do not use too frequently or in excessive amounts and should not be used when there is any disease or eruption present anywhere on the scalp.

Active Ingredients, Lead Acetate  
 $\frac{3}{4}\%$  in Barbo Hair Preparation.



*The kind of warning that should be required on all metallic dyes.*



adulterated (and may not be sold) if it contains any poisonous or deleterious substance which may render it injurious to users under the conditions of use prescribed in the labeling thereof. Unfortunately, however, there is no blanket ruling, as in the case of amine-type dyes, which outlaws metallic dyes or restricts their use.

F&DA has expressed its disapproval only by isolated and inadequate seizures and warnings. A prospective manufacturer was told that marketing of a lead hair dye could not be condoned by the administration and would be done at the manufacturer's own risk. Twelve bottles of *Farr's for Gray Hair*, a dye containing silver nitrate and diamidophenol hydrochloric acid, were seized because this cosmetic was alleged to be dangerous.

The same ambiguity exists with respect to the labeling of metallic dyes. Although most of the metallic dyes CU examined carried some sort of warning, there is no regulation requiring them to do so.

#### POOR RESULTS OF METALLIC DYES

Most metallic dyes are slow in action, the production of a deep color necessitating repeated applications. As might be expected, this disadvantage is exploited as an advantage by their promoters. The claim made for *La Creole Hair Dressing*, a lead dye, is typical: "*La Creole* is a treatment for restoring gradually gray, gray-streaked or faded hair to its natural color." The idea is, presumably, that if your hair becomes colored *gradually* your friends won't notice the change and will never suspect you of dyeing your hair. Even if your friends had such poor memories, however, the final results would be likely to dispel all doubt. The colors given by metallic dyes are poor—sometimes, according to one authority, involving most peculiar shades of green. And the hair has a "dead" lack-luster appearance which is a complete give-away.

#### VEGETABLE DYES

Of the vegetable colorings, henna, a powder obtained by grinding the leaves and stems of the Egyptian privet (a small shrub), is the one most used. Aside from possibly making the hair brittle, pure powdered henna is harmless to most people. It will produce red shades only. It cannot be used, except as a disguise, by blondes or brunettes whose hair has

turned gray. Sometimes commercial henna preparations, calling themselves "compound henna," contain copper salts and pyrogallol. This addition takes them out of the "harmless" class.

#### BLEACHES

Bleaches, though not hair dyes, are so widely used for creating blonde hair and for making "superficial hair inconspicuous" that we include them in our ratings. Obviously they will not interest you if your hair is white or gray. Hydrogen peroxide or hydrogen peroxide mixed with magnesium carbonate tend to make the hair brittle, but are otherwise harmless. A 5% solution is more effective than the ordinary 3% solution sold in drugstores as an antiseptic.

Sodium perborate, often added to powder-type bleaches, is injurious to the hair because of its alkalinity. CU rates bleaches of this type "Not Acceptable."

#### THE BEAUTY BUSINESS

Unless a hair dye, both harmless and effective, is perfected soon, let the consumer beware! According to *McCall's* beauty editor, competition among women for both husbands and jobs will promote a "youth complex" after the war and create an even wider use of hair dyes. It has been our impression that such "youth complexes," like many other complexes, are created by advertising. No doubt *McCall's* would welcome an increase in the volume of hair dye advertising, although they should be fairly well satisfied with the present set-up.

"The beauty business is keeping pace with the war boom," says *Business Week*. With cosmetics manufac-

turers operating on the very high profit margin of 60%, higher labor and material costs are absorbed, the magazine adds, and the usual 20% of income is spent on advertising which is devoted, at this crucial period in the world's history, to keeping "war workers—and war itself—chic."

#### GOVERNMENT ACTION

Arrayed against the forces of the cosmetics business and its advertisers are the F&DA (regulating labeling) and FTC (regulating advertising), since 1938 empowered to act against cosmetics manufacturers in the interest of public safety.

Although, as an examination of our ratings will show, CU's shoppers were still able to buy five misbranded dyes (false or misleading labeling, as *Royal Hair Restorer*), the actions taken by F&DA in the past six years have had a noticeable effect. It should be noted that some of the dyes bought by CU at drug stores appeared to have been old stock; newer batches may have more satisfactory labels.

Only six of the 50 dyes examined failed to carry some sort of warning of the possible dangers involved in their use. And since CU's last report on hair dyes in 1939, four dyes have changed their names to eliminate or qualify misleading words:

##### In 1939

*Hay's Hair Health*  
*Nourishine*  
*Westphal's Hair Renewer Aid*  
*La Creole Hair Color Restorer*

##### In 1944

*Hay's Hair Coloring*  
*Nourishine for Coloring Gray Hair*  
*Westphal's Hair Color Renewer Aid*  
*La Creole Hair Dressing*

Ambiguity and half-truth are still



A henna—a rinse—a bleach. All harmless, but of limited usefulness.



*Still getting away with it! This metallic dye says it "will restore Gray Hair to its Original Color."*

rampant: *Clairol*, an amine-type dye, claims on its label to be "made from the purest . . . ingredients obtainable. . . . So why not do the sensible thing and add young-looking color radiance to your hair . . . 'naturally, with *Clairol*!'"

However, as a result of FTC's work, *Clairol* no longer says in so many words that it is not a dye; *Lovalon Hair Rinse* and *Nestle Colorinse* have given up calling themselves vegetable compounds; *Coffelt's* advertisers have ceased to represent it as a product which nourishes or rejuvenates the hair and restores it to its original color; *Lechler's "569" Hair Lightener Shampoo* no longer denies its peroxide content.

Most of the dyes listed below have been recently analyzed by CU. Those brands marked with an asterisk (\*), however, are listed on the basis of analyses by government and medical agencies, or label statements that products are made with U. S. Government Certified Colors (the harmless coal-tar rinses).

Prices given in the ratings are the prices paid. List prices are higher in most cases.

## ACCEPTABLE

### AMINE DYES

The following amine-type dyes were considered "Acceptable," provided a pre-

liminary skin test as above described is made before each use and the person tested is found not to be sensitive. All the dyes here listed carried the caution and directions for skin test required by the Food and Drug Administration:

**Eternol Tint Oil Shampoo** (Paragon Distributing Corp., NYC). \$1 a set.

**Instant Clairol** (Clairol Inc., Stamford, Conn.). 69¢ a set.

**Lakro Instantaneous Hair Coloring** (Lakro Co., NYC). 98¢ a set.

**Loxol Oil Shampoo Tint** (Sales Affiliates, Inc., NYC). 1-oz. bottle, 98¢.

**Mrs. Potter's Walnut Tint Hair Stain** (Mrs. Potter's Hygienic Supply Co., Cincinnati). \$1.25 a set. The name is misleading, the product being a regular amine dye. Such labeling constitutes a violation of Sec. 602(a) of the Federal Food, Drug and Cosmetic Act.

**Paragon** (Paragon Distributing Corp., NYC). 98¢ a set.

**Rap-I-Dol Master Hair Coloring** (Rap-I-Dol Distributing Corp., NYC). \$1 a set.

**Roux Oil Shampoo Tint** (Roux Distributing Co., NYC). \$1.78 a set.

The following amine dyes were found to contain copper, but if used as directed they are likely to be no more dangerous than the others:

**Eau Sublime** (Guilford Co., NYC). 98¢ a set.

**Inecto with Lustrum** (Sales Affiliates, Inc., NYC). \$3.98 a set.

## COAL-TAR RINSES

These dyes using finished coal-tar colors were harmless, but only temporary.

\***Dyart Color Rinse** (Howe & Co., Seattle). ½-oz. bottle, 10¢.

\***Golden Glint Hair Rinse** (Golden Glint Co., Seattle). 25¢ for package of five rinses.

\***Lovalon Hair Rinse** (Lovalon Laboratories, San Francisco). 10¢ for package of two rinses.

\***Nestle Colorinse** (The Nestle-LeMur Co., NYC). 25¢ for package of five rinses.

**Sears' Approved Hair Dye Cat. No.—3852** (Sears, Roebuck). 6-oz. bottle \$1.49 plus postage.

**Lechler's Moorish Liquid Hair Pencil** (Edwin F. Lechler, NYC). \$1 a bottle. No directions given; apparently for use on occasional gray hairs.

**Progressive Clairol** (Clairol Inc., NYC). 1½-oz. bottle, 69¢.

## HENNA DYES

Dyes of pure powdered henna are harmless to most people, but they produce reddish tints only.

\***Aimé Egyptian Henna** (Aimé, NYC). 98¢ for 16 ounces.

\***Henna-San** (Lehn & Fink Products Corp., Bloomfield, N. J.). 4-oz. box, 59¢.

## NOT ACCEPTABLE

Dyes containing metallic salts. (Unless otherwise stated, labels carried warnings.)

The following dyes contained lead:

**Bay-Roma** (Bay-Roma Co., NYC). 16-oz. bottle, \$1.09.

**Barbo Compound** (Barbo Mfg. Co., NYC). ¼-oz. package, 54¢.

**Coffelt's Hair Coloring** (Coffelt Chemical Co., NYC). 8-oz. bottle, 98¢.

**Q-Ban** (Q-Ban Co., NYC). 8½-oz. bottle, 75¢.

**Hay's Hair Coloring** (Hays Co., Brooklyn, N. Y.). 8-oz. bottle, 89¢. Formerly called **Hay's Hair Health**.

**Kolor-Bak** (Consolidated Drug Trade Products, Chicago). 8-oz. bottle, \$1.29. Name misleading.

**La Creole Hair Dressing** (La Creole Laboratories, Memphis, Tenn.). Large bottle, \$1. Two F&DA violations: Claim that it is "a treatment for restoring gradually gray, gray-streaked or faded hair to its natural color" and failure to state weight in the labeling.

**Lea's Hair Preparation** (Lea's Tonic Co., Tampa, Fla.). 3-oz. bottle, 89¢.

**Nourishine For Coloring Gray Hair** (Nourishine Sales Co., Hollywood). 8-oz. bottle, \$1.14.

\***Odell's HC** (Odell Co., Newark, N. J.). 8-oz. bottle, \$1.25.

**Parker's Hair Balsam** (Hiscox Chemical Works, Patchogue, N. Y.). 3½-oz. bottle, 60¢. The misleading word, "Balsam," in the name of this product constitutes misbranding.

**Westphal's Hair Color Renewer Aid** (Paul Westphal, Inc., NYC). 6½-oz. bottle, 59¢.

**Nu-Color** (Jay-Dee Drug Co., Chicago). 12-oz. bottle, 98¢.

**Van's Color Restoro** (Kells Co., Newburgh, N. Y.). 11-oz. bottle, \$1. Name misleading.

**Hess Hair Milk** (Hess Hair Milk Laboratories, St. Paul, Minn.). 12-oz. bottle, \$2.

**Q-Ban Coloring for the Hair** (Plough, Inc., NYC). 8½-oz. bottle, 75¢.

The following dyes contained silver, with or without a developing agent:

**Buckingham's Dye For the Whiskers** (R. P. Hall & Co., Nashua, N. H.). Small bottle, 60¢. Contained silver and copper. Ingredients listed on the label, but no warning given. Weight not stated.

**Canute Water** (Canute Co., Milwaukee). 4-oz. bottle, \$1.09. Inadequate warning: "For External Use Only."

**Co-lo** (Prof. John H. Austin, Los Angeles). 6-oz. bottle, \$1.43. Inadequate warning: "External Use only."

**Hill's Instantaneous Hair and Whisker Dye** (Century National Chemical Co., NYC). 50¢ a set.

**Mary T. Goldman's Gray Hair Coloring Preparation** (Mary T. Goldman Co., St. Paul, Minn.). 6-oz. bottle, \$1.29.

**Royal Hair Restorer** (A. M. Cooper, successor to Rice Mfg. Co.). 6-oz.



bottle, \$1. Misbranded in two ways: The word "Restorer" is misleading, and the address of the manufacturer does not appear on the label.

*Other metallic dyes containing a toxic reducing or developing agent such as pyrogallol:*

**Wyeth's Solution Sage and Sulphur and Ferric Acetate** (Wyeth Chemical Co., Jersey City, N. J.). 12-oz. bottle, 92¢. Contained iron.

**B. Paul's Compound** (B. Paul, NYC). 3½-oz. box, 89¢. Contained a copper salt with pyrogallol.

**Henalfa** (B. Clement, NYC). 4-oz. box, \$1.50. Contained iron and sodium perborate or similar oxygen producing compound.

**Empress Instantaneous Hair Color Restorer** (Empress Mfg. Co., NYC). \$1.10 a set. Contained a copper salt. Name misleading.

**Scheffler's Instantaneous Colorine for the Hair** (Scheffler Hair Colorine Co., NYC). \$1 a set. Contained copper.

**Walnetta Hair Stain** (Howard E. Nichols, Clinton, Ohio). 2-oz. bottle, 54¢. Contained a copper salt with pyrogallol. This product changed its name twice. It was "Wallutta Hair Stain"; still earlier, "Wallnutta Hair Stain."

**Brownatone** (Kenton Pharmacal Co., Covington, Ky.). 3¼-oz. bottle, \$1.19. Contained copper.

**Damschinsky's Liquid Hair Dye** (Carl Damschinsky, NYC). 1¼-oz. bottle, 76¢. Contained copper.

## HAIR BLEACHES

### ACCEPTABLE

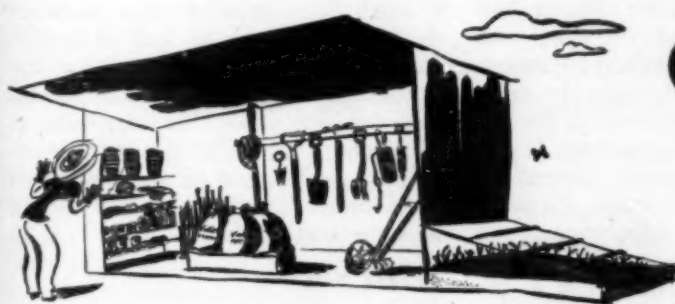
**Hydrogen Peroxide.** Ordinary 3% solution will do, but 5% is more effective; addition of a few drops of ammonia improves the action.

**\*Marchand's Golden Hair Wash** (Charles Marchand Co., NYC). 3¼-oz. bottle, 39¢. Essentially a 5% solution of hydrogen peroxide.

### NOT ACCEPTABLE

*Bleaches containing sodium perborate or similar oxygen liberating compound:*

**Lechler's "569" Hair Lightener Shampoo** (Lechler Laboratories, NYC). 4-oz. package, \$1.20.



## GARDEN TOOLS

Proper care pays dividends.

Here are some pointers. . .

"The best way to care for a hoe," the old saying goes, "is to use it for an hour a day." But though the saying has undoubted merit, there's more to be done than that if the hoe is to be kept in really good operating condition. The very little time and effort spent in caring for tools are, however, well repaid in their increased durability, and in the ease with which they'll do a job.

To begin with, don't use tools and equipment for purposes for which they were not intended. Spades are for digging earth; if you use them for prying out rocks you are likely to break off the tip or break the handle. Pruning shears are for cutting live (not dead) wood of small diameter; don't strain them by forcing them to do too heavy work. If you need to cut dead wood, use the saw and spare the shears. A lawn mower is intended to do no heavier work than would scissors, clipping off the soft tops of lawn grasses; don't make the mower chew through twigs and wire, or bang it against rocks. Such abuse will undo the most professional job of sharpening and adjustment, and may even cause structural damage. If the lawn is littered with the debris that falls from large trees, rake before you mow.

An elementary precaution in caring for garden tools and equipment is to keep them clean and dry. When you're finished with gardening for the day, don't just throw your tools into a corner, with the thought that they'll only get dirty again if you clean them now. Scrape off any dirt which adheres, and wipe the surfaces clean. If you find any spots of rust, scrape them off with sandpaper or steel wool. A pail of clean, dry sand, into which digging tools may be plunged to clean and dry them, is a big help. Any metal tools which are to be put away for more than a few days should first be wiped with an oily cloth to prevent rust.

### STORAGE

It's best to keep tools hung on a wall or a board when they are not in use. That way, they're readily accessible and easy to keep in order. Furthermore, hanging long-handled tools takes the strain off the handles, and helps keep wooden handles from warping. The only other care wooden handles need is an occasional coat of paint, varnish, floor wax or oil to keep them from splintering.

You can buy spare handles to replace broken ones. Just take out the rivet which holds the head, and knock

the head off. Then grease the new handle, drive it in place with a mallet, and insert the rivet to hold the head in place permanently.

### SHARPENING THE EDGES

If your tools become bent or dulled, or out of adjustment, don't wait until they've become useless before doing something about them. Repair is often easy in the initial stages; it may become difficult or impossible if the damage has been neglected too long.

Caring for edged tools properly increases not only their length of usefulness but also their immediate efficiency. Don't let hand shears or hedge shears remain coated with plant sap residue after you've used them. Clean them off before putting them away.

Perhaps the best way to lengthen the usefulness of all edged tools is to learn the technique of sharpening—or to turn the job over to someone who has already mastered the art. It's not hard to do if you can persuade an expert to show you how.

While sharpening, don't forget to use a whetstone or a file on your hoes and spades; it's surprising how much easier they'll work when they are sharp. When using either a file or a whetstone in sharpening a hoe, work

it from the handle side of the blade toward the edge, so that the edge remains straight. Be careful not to make the edge too thin, otherwise it will break off easily.

A hoe with the sharp corners of the cutting edge rounded off will permit working closer to the plant stems without danger of destroying the plants as well as the weeds. If you have a second, old hoe, try filing down the width to permit its use in close quarters.

Tools with moving parts—lawn mowers, cultivators, etc.—need careful oiling. Look up the instruction book that came with the machine to see just where and how the oil should be applied. Or if you've lost the book, write to the manufacturer, giving the model of the machine, and ask for another copy of the instructions. A very light oil is best for the average lawn mower, and the machine should be oiled frequently.

#### CARE FOR LAWN MOWERS

To run a lawn mower for any distance when it is not cutting grass may be harmful, since the lubricating action of the moist grass is missing. Turn the mower over and push it so that the reel spindle does not turn as the wheels go around. After each use, clean the machine by brushing out the grass, never by washing with a hose.

The cutting knife or reel of a lawn mower should be free to revolve eas-

ily with a minimum of driving power. Contrary to popular belief, close adjustment does not cause a mower to sharpen itself. In fact, if the cutting apparatus is set too tight, the bearings are strained and the surface of the bed-knife is worn unevenly.

Never try to adjust the cutting units without first trying the bearing adjustment. To do this, grasp the reel spindle at the center and lift it. If there is up-and-down play, adjustment of the bearing screw is needed. But end-play of the reel is necessary, and should not be adjusted unless the play is too great.

To adjust the cutting apparatus, it is necessary to change the positions of four screws, two at each end of the bed knife. One at each end raises the bed knife into closer contact with the knives of the reel; the other two lower the bed knife. When adjusting, it is important that exactly the same degree of change be made in the positions of the opposing screws. If one is loosened, its opposite should be tightened by just that much. To move one screw without compensating its movement with the opposite one will change the tension established in the original adjustment of the machine. Uneven tension will strain the bed knife, and as a result, the blades of the reel and the bottom knife will not be parallel. You can recognize such a bad adjustment from the rhythmic "clucking" sound you'll hear when the machine is in use, instead of the even whirr given by a mower in good adjustment. When adjusting the cutting units, leave them far enough apart to permit a piece of tissue paper to be slipped horizontally between the reel knife and the bed knife. You can test the sharpness of the knives with a piece of tissue, held perpendicular to the bed knife. You can adjust the height of the cut easily, by raising or lowering the roller.

Don't try to sharpen the mower with a file; take it to a reliable lawn mower service station. But you can safely use a file to take off burrs caused by picking up stones or metal in the blades. When storing the mower for the Winter, either hang it by the handles or place it on wooden blocks.

If you have a power mower, be sure to check the oil level of the motor every time it is used. Running your motor without oil even once may ruin it so that you'll have to lay your power mower aside for the duration. Keeping the fan screen free

from grass clippings is another elementary precaution. Every Spring, have the valves ground and the carbon removed; if this is not done, the carbon tends to curl up and flake off on the piston, later to be caught under the exhaust valve. This way lie expensive repair bills.

#### SPRAYING EQUIPMENT

Empty and clean spraying and dusting equipment after each use. Wash sprayers to remove corrosive substances, then dry thoroughly. Failure to wash out a sprayer used for applying different kinds of chemicals may lead to a mixture of the chemicals which may be injurious to the plants being sprayed. It is a good idea to remove and oil the washer of a small hand sprayer once or twice during the season, as well as before Winter storage. The foot valve at the bottom of the plunger cylinder should also be kept clean, for corrosion at this point will render the sprayer inefficient. When not in use, the short hose connection of the sprayer should be hung straight.

#### RUBBER HOSE

Rubber hose, particularly precious now, should be given special care. Insofar as possible, avoid kinks; when they occur, straighten them out promptly. Shut off water at the faucet rather than by closing the hose nozzle or doubling the hose in a tight pinch. The latter procedures put all the pressure on the hose, and may make it burst. Avoid wear and tear near the faucet connection by not pulling the hose too tight. Don't leave the hose where a car may run over it. And since sunlight and oil are rubber's worst enemies, keep the hose away from both.

When the hose is not in use, the best plan is to coil it smoothly and keep it under cover in a place where it is safe from the puppy's teeth and will not be stepped on or weighed down with tools or other objects piled on it. If you must hang up the hose, don't use a hook or a small peg. A large, well-rounded support, such as a small keg nailed to the wall, will prevent pinching or breaking of the rubber.

At the end of the season, drain the hose to prevent injury by freezing. It will last still longer if it is washed inside and out with soap and water, then rinsed with warm water before it is drained. If you have no hose reel, store the hose indoors in a flat coil.

## CONSUMERS UNION

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6CU



# HEALTH AND MEDICINE

**HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER**

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CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.

## FOOD-BORNE DISEASES

*—a Major Public Health Problem*

**CU's medical adviser describes causes and methods of prevention.**

Stomach and intestinal upsets are more frequent and more severe during the Summer than at any other season. The popular notion that "ptomaine poisoning" is responsible for such disorders has long ago been discredited. Foods containing large amounts of "ptomaines," including ripened game, wild fowl and aged cheese, are not poisonous, nor do they cause gastro-intestinal upsets. But there are hosts of germs, germ poisons and chemicals that in one way or another do get into food and water, often causing acute or chronic illness, and even death. Although these infections and intoxications can occur at any time, they are far more prevalent during the warm Summer months, when conditions favor the rapid growth of bacteria and their poisons.

This year food infections and intoxications are likely to become a more serious public health problem than ever before. The migration of workers and of our armed forces, the greater use of restaurants by the public, the loss of responsible personnel trained in the sanitary handling of food, the overburdening of kitchen facilities, the absence of adequate refrigeration and other electrical and mechanical equipment, improper methods of food processing—all these factors are contributing to the increase of food-borne disease.

Food infections and poisoning have already disrupted the work of large war plants. And as our soldiers return from the tropics or from areas with poor sanitation, they will bring

with them new possibilities of infection. The entire nation must be made aware of the serious consequences which unchecked food-borne diseases will have both now and after the war.

Investigations by doctors of the U. S. Public Health Service during the past six years have contributed greatly to our understanding of the medical and public health aspects of the food-borne disorders.

Diarrhea, often accompanied by nausea, is the most common symptom of these diseases. But these disorders are entirely different from the common chronic or recurrent digestive disorders. "Nervous indigestion" and allergic disorders may also be marked by attacks of diarrhea and other gastric and intestinal symptoms, but their relationship to nervous tension and allergic sensitivity distinguish them from the acute "Summer diarrheas" caused by food poisoning. Since many of the food-borne diseases have similar symptoms, they will here be discussed from the point of view of causes rather than of symptoms.

### DYSENTERY

Formerly considered a disease of the tropics, recent studies have shown that dysentery bacilli—known collectively as "Shigella"—are a serious source of infection in this country. Thousands of careful examinations by U. S. Public Health Service doctors have disclosed that dysentery occurs in all parts of the country, but

most frequently and in greatest concentration among the poor—particularly where sanitation is inadequate. Thus, in New Mexico, the rate of incidence in 1938 was 3.6 cases per thousand population. And in South Georgia, the rate in 1939-40 was 1.7 cases per thousand. But studies conducted in Manhattan at the same time disclosed an incidence of only one case per 400,000 population.

In addition to those suffering from acute dysentery, there are large numbers of people who are carriers of the disease—that is, persons who have recovered from an infection and still carry the germs, as well as persons who carry the germs without having had obvious symptoms. The total discovered prevalence of Shigella infection (acute cases plus carriers) was found to be 11% in New Mexico, 14% in Puerto Rico, 3% in Georgia and 0.1% in New York City.

How the disease is transmitted is not yet entirely clear. Dysentery germs undoubtedly can infect water, food and milk, but the work of the U. S. Public Health doctors tends to support the belief that in many cases the germs get on to the fingers and under the fingernails from the feces, and are then transported to other persons by direct and indirect contact. The transfer of germs in this way is especially likely to occur among large groups living together (in institutions, camps, etc.), and within households.

Shigella infections are noted for the wide variations in the severity of the disease. In some cases there may be "just a few loose stools"; in other cases a severe or even fatal illness may occur. In infants the disease is much more likely to be serious than in adults, and most of the fatalities occur in children under two years old.

Since Shigella dysentery can be cured by sulfa drugs, it is important to be able to distinguish diarrhea caused by Shigella from diarrhea caused by other organisms and intoxicants. Bacteriological examination of the stools, though possible, is time-consuming and difficult. As a result of studies in epidemiology by the U. S. Public Health Service, however, local Health Departments have devised techniques which can show when a large outbreak of diarrhea is due to Shigella dysentery. The co-operation of Health Departments and physicians helps make early diagnosis possible.

Unfortunately it is in those areas

of highest incidence of dysentery that doctors are generally scarcest, and Health Departments generally poorly staffed or non-existent. Here is additional evidence of the urgent need for a nation-wide, comprehensive health insurance system.

#### AMEBIC DYSENTERY

This form of dysentery is caused by a form of protozoa—"Entamoeba Hystolytica." The story of this organism and the havoc it created in Chicago and, spreading from there, in the rest of the country, was discussed in the September 1939 *Reports*.

Today amebic dysentery or "amebiasis" takes a high toll in this country as well as in the tropics. The organism is quite hardy after it has changed from the active to the cyst form, and it is in that form that it is carried from stool to fingers and from fingers to food. Taken into the body, the cyst form is reconverted, and becomes active.

Food handlers are important agents in transmitting the disease through food. Improper plumbing—the source of infection in the Chicago outbreak—or contamination of wells from outhouses is frequently responsible for infecting drinking water.

#### TYPHOID FEVER

During the first quarter of this century typhoid fever was quite common. The main source of infection was drinking water contaminated by infected excreta. Today the disease is less common, and is usually transmitted by food which has been infected by a carrier of the germ—"Bacterium Typhosum." Fortunately public health measures are being taken, and carriers are becoming less numerous, so that today typhoid fever is becoming insignificant in comparison with Shigella and amebic dysentery, as a public health problem.

#### SALMONELLA

This group of bacteria is composed of many species (including Paratyphoid and Enteritidis Bacilli), and new members of the group are still being isolated. Many cases of gastroenteritis, diarrhea and blood infection are caused by foods containing these germs.

Most outbreaks occur when a carrier of the germ, who may never have suffered from the disease, handles and infects food with germs that are present on his hands or under his fingernails. Some types of salmon-



*Food allowed to remain uncovered and unrefrigerated is a perfect breeding ground for staphylococcus germs.*

ella are found in meat. In fact one group of doctors found the germs in 47% of apparently normal hogs in Lexington, Kentucky. Beef products have also been found to contain the germ. Flies, rats and mice, frequent contaminators of food, also carry the salmonella organisms.

Fortunately, ordinary cooking or heating will destroy salmonella, and food infections from these organisms could be prevented if food were protected from flies and rodents, and if food handlers were taught the importance of thorough scrubbing of hands and nails before they handled any food.

#### TRICHINOSIS

Though it is not caused by bacteria or their toxins, trichinosis is one of the most widely spread of food-borne diseases. The causative organism—Trichinella Spiralis—is a tiny parasite which becomes encysted in the muscles of pigs. In this form, the organism is hard to kill, and the only sure method which can be used at home is thorough cooking of all pork products. This means that pork must never be eaten if the meat is pink; cooking must be continued until all parts of the meat are white.

In practically all cases of trichinosis, the source has been traced to hogs which were fed uncooked garbage. The infection could be wiped out if measures were passed forbidding the feeding of raw garbage to pigs. Meanwhile, don't eat any pork products which have not first been thoroughly cooked; the "INSPECTED &

PASSED" stamp of the U. S. Department of Agriculture gives no assurance that the meat is free of trichinae.

In its initial stages, trichinosis frequently produces gastro-intestinal symptoms similar to those of other food poisonings. Later, as the trichinae become embedded in particular muscles, the symptoms vary, ranging from muscular pains and insomnia to symptoms resembling those of meningitis, arthritis, heart disease, asthma or lead poisoning. For a fuller discussion, see the *Reports*, March and April, 1940.

#### STREPTOCOCCUS INFECTIONS

Raw milk has been responsible for many outbreaks of streptococcus (septic) sore throat and scarlet fever. Cheese made from raw milk is another source of this infection. Generally the disease is transmitted through a carrier who milks the cow or otherwise handles the milk, and who may or may not have the symptoms.

The obvious preventive measure is to drink only pasteurized milk. If this is not available, the raw milk should be boiled or evaporated or dried milk should be substituted.

#### BRUCELLOSIS (MALTA FEVER, UNDULANT FEVER)

Like the streptococcus infections, brucellosis is transmitted through raw milk, cream and cheese. Often the symptoms do not appear immediately after the consumption of the infected milk, but may show up weeks or even years later in the form of a vague illness which doctors have difficulty diagnosing. The only sure way to avoid brucellosis is to avoid all raw milk and milk product no matter what their source. For a fuller discussion, see the *Reports*, June 1942.

#### BOTULISM

This is the most dangerous of the food-borne diseases, though fortunately it is comparatively rare. It is caused by the poisonous products of the organism Clostridium Botulinum, which is present in improperly-processed canned foods. The germ is highly resistant, and is not killed at the temperature of boiling water. To be safe, all vegetables must be processed in a pressure cooker. Since the botulinum germs do not survive in an acid medium, fruits, tomatoes, pickles and other acid foods may be safely canned without the use of a pressure cooker.



It is important to note that botulinum-infected foods do not necessarily have off-flavors or an unpleasant smell; also that the toxin is not completely destroyed by heating the food after the can has been opened. Botulinus is a gas-producing organism, and will cause swelling of the ends of tin cans. If the food is packed in a glass jar, gas will be emitted when the jar is opened.

The symptoms of the poisoning manifest themselves 12 to 36 hours after the infected food has been eaten. There are usually no gastro-intestinal symptoms such as diarrhea or nausea; disorders of the nervous system, eyes and muscles are characteristic of the disease. If any of these symptoms occur after canned food has been eaten, call a doctor immediately. Emergency medical treatment, including the use of an antidote, is essential to prevent serious injury or even death.

For correct canning methods to prevent botulinus infection, see U. S. Department of Agriculture Bulletin No. 1762 or the bulletin on home canning prepared by your State Agricultural Experiment Station.

#### STAPHYLOCOCCUS POISONING

Staphylococcus food poisoning, like botulism, is produced by a toxin formed in the food before it is eaten. It is probably the most common of all food poisonings. Hundreds of outbreaks occur every Summer, affecting hundreds of thousands of people. The foods most often responsible for an outbreak are those with creamy fillings (cream puffs, eclairs, cream pies, cakes with cream fillings, etc.), tenderized hams, corned beef, hollandaise and cream sauce, gravies, stuffings, mayonnaise and cream salads. These foods are commonly used at parties, picnics, etc. The food becomes infected with the staphylococcus germ when a person with the germ on his skin (boils, furuncles, etc.), or who has a cold or sore throat, prepares or handles the food. The staphylococcus aureus germ forms toxins, and if the food is allowed to stand at room temperature for several hours or longer, considerable amounts of poison accumulate. Especially in warm weather, the toxin formation occurs rapidly and in great volume.

Staphylococcus food poisoning is marked by the onset of nausea, diar-

rhea and vomiting a few hours after the infected food is eaten. Unlike those of Salmonella food infections, the symptoms last for only a few hours, and there is usually no fever. Most cases end in quick recovery, but in some cases severe dehydration or shock may occur. The most important measure in the treatment of this poisoning—especially in young children and the aged—is to force the drinking of large amounts of fluids in order to prevent dehydration. Where fluids cannot be retained by mouth because of nausea or vomiting, it is necessary to inject the fluids into the veins or under the skin. No drugs are of any value in treatment.

#### CONTROL AND PREVENTION

"The control of food-borne disease should be the concern not only of epidemiologists and other public health officials, but also of all physicians, food handlers and citizens who wish to bring the war to a rapid and victorious end."<sup>1</sup>

These are the means of preventing food poisoning:

1. Proper sanitation in food establishments. Standards of disinfecting and cleaning utensils, evaluation of dish washing machines and methods and the use of soaps have been described periodically by the Engineering Section Committee of the American Public Health Association. It is the responsibility of local Health Departments to see that restaurants and food stores comply with these standards.

2. Education of food handlers in the importance of washing hands and scrubbing nails, especially after the use of the toilet. Routine examination of the stools of food handlers for germs of salmonella, dysentery, etc., has been discarded because of the great expense involved, but emphasis on personal hygiene will help diminish infections. Food handlers suffering from infections of the hands, boils, colds or sore throats must be removed from contact with foods.

3. Storage of food in refrigerators as soon as possible after preparation, and until just before they are eaten would eliminate staphylococcus food poisoning. Avoid all creamy foods and "pre-cooked" tenderized hams that have been kept at room temperature for several hours, especially in warm weather. If a creamy food has remained at room temperature for several hours, subsequent cooking or

baking may not destroy the poison already formed, since the toxin formed by the staphylococcus is very resistant to heat.

4. If there is any doubt as to whether a food has been properly handled, it should be thoroughly cooked or baked. Certain foods can, however, be stored at room temperature, since they do not support bacterial growth. These include dried foods, highly acid, highly spiced and very salty foods, and those which have a very high sugar content (like preserves).

5. All foods, no matter what their composition, should be kept covered and away from possible contact with flies and rodents.

6. Milk should never be drunk raw; only pasteurized, boiled, canned or dried milk are safe.

7. Never eat any food which has an off-flavor or an unpleasant odor. Though many forms of food poisoning are not revealed by the smell or taste of the food, some are.

8. Never eat canned food coming out of a can with its ends swollen. Botulinus and other "anaerobic" germs are gas formers.

9. Any suspected case of food poisoning should be treated at once by a physician, and reported by him to the local Board of Health. Food suspected of having caused the poisoning should be saved for bacteriological examination by the Board of Health. This may prevent further spread of the infection.

### Watch for...

Work on the following reports, among others, is either now under way or scheduled to begin soon:

Sun Glasses

Ice Cream Mixes

Soft Drinks

Leg Cosmetics

Yarn

Tomatoe Juice

Grapefruit Juice

<sup>1</sup>Dr. V. A. Getting: *New England Journal of Medicine*, June 24, 1943.

# NEWS AND INFORMATION

## FTC and Listerine

FTC fails to halt Lambert fear campaigns.

Americans have paid dearly for the inspiration of a nameless copywriter early in the jazz-age. He discovered the word "halitosis" and with it worried an entire generation and set the ground-work for plundering consumers of millions.

Halitosis (sponsored by the Lambert Pharmacal Co., St. Louis, Mo.) became the modern Devil, waiting to rob the unwary of social and business success. He could only be vanquished by *Listerine*—a mild mouthwash that for some 60 years had been, more or less unnoticed, on the market. Fascinated by the endless drama in slick advertisements, millions of frightened devotees paid tribute while *Listerine* sales soared.

Often routed, Halitosis was never

vanquished; and the Lambert firm, debasing the name of the great scientist, Lister, who first established the idea of antiseptics, reaped profits for years from their "insidious" discovery that "even your best friends won't tell you."

In time, however, the disclosures of reputable medical men began to tell the worriers a thing or two. Gradually the more alert section of the population learned that the horrors of halitosis did not hover constantly over every bride and business man—that even if it did the familiar gargle was ineffective.

Finally, FTC took exception to *Listerine's* claim that it would correct halitosis by halting food fermentation in the mouth. The Commission, bol-

stered by the *Journal of the American Medical Association*, pointed out that *Listerine* has no effect on the most common form of halitosis, "which is a disorder of metabolism . . . probably caused by some fault in fat digestion and absorption." (See the *Reports*, April, 1942).

In 1940, not satisfied with the results of a "cease and desist" stipulation signed the year before, FTC issued a sweeping complaint against virtually all of *Listerine's* advertising claims, branding as "false, misleading and deceptive" such claims as these:

"*Listerine* for the positive relief of dandruff. . . .

"Sensational new scientific research has discovered and proved that dandruff is a germ disease. It is caused by a queer microscopic bottle-shaped germ—*Pityrosporum ovale*. . . .

"This humiliating disease which defied science for so long has at last been stripped of its mystery, labeled and ticketed like any other disease. Its cause is known—its treatment is established. . . .

"If you are plagued by dandruff so often caused by germs—don't waste any more time. Start today with the famous *Listerine* Antiseptic treatment."

Of these claims FTC said:

"Dandruff in the adult is not recognized or considered to be of infectious origin. The germ, *Pityrosporum ovale*, is not recognized as the cause of dandruff although it might contribute to the aggravation of this condition in some cases. *Listerine* is a very mild antiseptic which under conditions of use exerts negligible inhibitory action upon germ life and is not an active germicide. *Listerine* antiseptic is not a cure or remedy for dandruff or the causes of dandruff."

On the subject of colds *Listerine* ads said:

"Those who gargled *Listerine* twice a day had fewer colds and milder colds than those who did not. Moreover, when *Listerine* users did catch cold, infections were less severe and of shorter duration than those who did not gargle. . . .

"This prompt and frequent use of full strength *Listerine* Antiseptic may keep a cold from getting serious or head it off entirely—at the same time relieving throat irritation when due to a cold. . . .

"*Listerine* Antiseptic kills millions of surface germs associated with colds. . . . Remember colds are aggra-

## The world calls it a Happy Marriage...



THE world calls it a "happy marriage." But when they are alone—safe from prying glances—the tragic truth appears.

His twice-read paper reveals the boredom he doesn't confess. Her brooding eyes speak of her loneliness and discontent.

How can a man and a woman live on the same planet and yet be so repelled by a lack of personal distinctness, particularly by a breath that isn't fresh and sweet.

Of all the "small things" that wear away a marriage, this fault is one of the most insidious. . . . one of "the little faults that eat away the roses."

A loss bears love, but if it's offered with a breath that is "neglected"—and

simple bad breath—that anyone may catch some time or other.

Isn't it foolish to risk losing the regard of those near and dear to you when *Listerine* Antiseptic offers such a delightful precaution. . . . gives you such a wonderful feeling of assurance? You simply rinse the mouth with it night and morning and between times before meeting others. Immediately your breath becomes sweeter, purer, fresher.

While sometimes systemic, most cases of halitosis, in the opinion of some authorities, are due to the bacterial fer-

For your own sake and that of others let *Listerine* look after your breath every day. It pays.

LAMBERT PHARMACAL COMPANY  
St. Louis, Missouri

**LISTERINE  
ANTISEPTIC**  
for Oral Hygiene

The threat of "halitosis" worried an entire generation.



vated by germ infections. So why not treat them with germ killing *Listerine*. . . Kills germs way back on the throat."

FTC's answer:

"*Listerine* antiseptic will not prevent colds or sore throat. The use of *Listerine* will not have any substantial effect in keeping a cold from progressing. . . In most colds the seat of infection is in the nasal passages which are not reached by gargle. The causes of sore throat are many, and *Listerine* Antiseptic is not a preventive, nor an effective treatment for any of these many diseases which may cause a sore throat."

And, in answer to the myriad halitosis claims, FTC said:

"Halitosis or bad breath is not usually caused from fermentation of food particles in the mouth. *Listerine* does not quickly halt such food fermentation. It is not an effective treatment, preventive or cure for halitosis or bad breath."

This was in 1940. Ever since, a vigorous battle costing them over a quarter-million dollars has been waged between the Lambert Co. and FTC.

On May 5, 1944, (with one dissenting opinion and one member not voting) FTC unexpectedly whitewashed *Listerine*, dismissing the whole case "without prejudice to the right of the commission to institute further proceedings should future facts so warrant." The dismissal is fraught with danger to all consumers.

Through five years, 105 hearings and a record of more than 7,800 pages the case had dragged on, only to leave consumers worse off than at the start—with the Lambert Co. free to pour an even larger part of the profits from their \$22,000,000-a-year business into more of the same offensive advertising. But much more important is the precedent set for other cases involving scientific claims.

The majority opinion indicates that the better judgment of the FTC members was befogged by the sheer weight of numbers of the witnesses paraded by the Lambert Co. in support of its claims. (The Government called 24 witnesses to *Listerine's* 73). FTC Commissioners March and Ferguson, in their decisions, wrote "the allegations in the complaint are not sustained by the greater weight of the evidence,—the burden of proof being on the commission," which sets up a dangerous precedent. If cases are to be decided on the basis of who can bring up more witnesses, the people

can never win against companies with as much money to spend as *Listerine*. FTC, with its limited budget, cannot afford to hire great numbers of expensive "medical" witnesses. As a matter of fact, many of Lambert's were on the *Listerine* payroll anyway.

Chairman Freer, voting with March and Ferguson for dismissal "without prejudice," felt that *outright* dismissal would not "settle with finality . . . the underlying medical and scientific controversies," although it would "be interpreted as having settled these matters once and for all." In leaving the door open for future action against the Lambert Co., the Commission confesses to a lack of complete conviction.

CU, too, feels unconvinced, in spite of "greater weight of the evidence." We consider it a major defeat for the public that the "underlying medical and scientific controversies" in the case—specifically, the question of *Listerine's* efficacy as a treatment for dandruff, colds and halitosis—were not settled once and for all by a "cease and desist order."

We can only regret that the majority did not agree with Commissioner William A. Ayers, the one dissenting member, who wrote in connection with the greater number of witnesses called by the respondent:

"This fact alone calls upon the Commission to exercise judicial judgment and to weigh the *evidence* to determine the facts. Such weighing of the evidence promptly discloses the weakness of the testimony introduced

by the respondent and its lack of probative value in establishing the truth of the various claims made."

Commissioner Ayers continues his dissent with a detailed review and denial, on the basis of what he (and we) considered *credible* evidence, of the three principal claims made for *Listerine*.

Entirely apart from its action in this case, there are fundamental weaknesses in the FTC setup. Even had a "cease and desist" order been issued, it would not have discouraged the makers of *Listerine* too much, as the 1939 *Listerine* stipulation showed. The FTC has no punitive powers. If a company makes false claims, FTC can only tell it to stop *those* claims. Then it need only get itself another set of claims. The most it has to fear is *another* cease and desist order, and another chance to evade it.

So long as mere numbers are of first importance in determining the "weight of evidence," so long as "the burden of proof" rests with FTC instead of with the companies involved, the prospects of protecting the public against phony advertising claims for patent medicines—many of them much more dangerous than *Listerine's*—are not too bright.

Said John L. Johnston, president of the Lambert Company, commenting gleefully on the decision: "We will continue our vigilant policy of truth in advertising and will cooperate with the commission in its function of keeping advertising accurate."

That's just what we were afraid of.

## Health Insurance for New Yorkers

A comparison of two points of view about health plans.

Last month, two new voluntary health insurance plans were proposed for the people of New York City. Mayor LaGuardia's plan has the support of consumers and of many physicians and offers complete medical and hospitalization care for people with incomes below \$5,000. The plan of the Medical Society of the State of New York, announced shortly after the Mayor's, is organized and controlled exclusively by the Medical Society and Associated Hospital Service, and provides for "the payment of doctors' bills resulting from so-called catastrophic illness, such as surgical and obstetrical care, and for

illnesses requiring prolonged hospitalization."

These two plans illustrate fundamental differences in point of view about health insurance that are of importance to the entire people of this country. The point of view expressed in Mayor LaGuardia's plan is that medical services provided by an insurance plan must be complete and employ the full resources of medical science for preventive as well as curative medicine. The point of view in the Medical Society plan is that the insurance should provide only very limited protection.

The underlying philosophy of all

Medical Society plans is that the present method of distribution of medical care in the United States—individual competitive practice and fee-for-service payment—must not be altered.

Implicit in this philosophy is the assumption that our present system of medical care has taken care of all the health needs of the American people and that only the doctors themselves, through their organized medical societies, are competent to determine how medical care should be administered.

That the medical needs of the majority of the people are not adequately cared for has been repeatedly emphasized by experts in medical economics.<sup>1</sup> A number of articles on the subject have appeared in the *Reports*. It is not necessary to repeat these facts. The conclusion of all those whose primary concern is the health welfare of the American people—and who do not have a stake in perpetuating a time-honored but outmoded system of medical practice—is that a health insurance program for the American people must be on a national basis, covering most of the people and providing for preventive as well as curative medicine.

At the present time, the Wagner-Murray-Dingell Bill offers the only health care program that comes close to fulfilling this ideal. Mayor LaGuardia and his advisers also feel that Federal, compulsory health insurance is the only real answer to our health problems. But, until such legislation as the Wagner Bill is passed, the Mayor believes that his plan will provide more and better health care to the people of New York City.

There are several reasons why the Mayor's plan is preferable to the Medical Society plan. In the former, as in the Wagner Bill, the enrollment of large numbers of people will reduce the costs in accordance with the well-known insurance principle that the greater the pool the less the risks. In the New York City plan, employers and employees each contribute 2% of the payroll for the plan's costs. In the Wagner Bill, with 100,000,000 people covered, 1½% is contributed by each. With the large sums that will be available from the New York City plan, complete preventive, curative, nursing and hospital care will be provided. With the much smaller sums contributed to the Medical Society

plan because of more limited subscriber interest, only "catastrophic" illness can be provided for.

Pre-payment insurance for catastrophic illness or hospital care does not make for easy access by the patient to the doctor. So long as a fee must be paid for a visit to a doctor, the patient will put off going to the doctor. Thus the present fee-for-service system which the Medical Societies want to freeze forever is an obstacle to the practice of true preventive medicine. Only when the patient feels perfectly free to visit a doctor can disease be detected in its early stages and true preventive medicine practiced.

It is true that a large percentage of illness can be treated by the private practitioner. But he can do this intelligently only if he is free to use to the fullest extent all the resources of medicine, including laboratories, X-ray, etc.—techniques that today cost more than the middle and low income groups can afford. To be sure "catastrophic" illness, surgery and obstetrics are expensive and must be provided for in a health insurance program, but many common ailments require prolonged study and the use of expensive laboratory work and consultation before the ailment can be controlled or properly treated. While new techniques make medicine a better instrument of human welfare, they also add to the cost of medical care. The increased costs can be provided if the insurance plan

gives complete health service, not on a fee-for-service basis, but as a regularly available service to all who are paying for it. Furthermore, comprehensive health service is possible in the New York City and Wagner Bill plans because in addition to subscriber payments, the employer is contributing a share of the premium costs. This is reasonable and desirable because the employer has a heavy stake in his employees' health.

Finally, the New York City plan differs from the Medical Society plan in that the consumer of the medical care has something to say about how the medical care is to be administered. With broad consumer representation, educational safeguards against abuse of the plan can be set up. In the Medical Society plan, the control is entirely in the hands of the Medical Society and the patient has nothing to say about administration. It is by such plans that the A.M.A. has isolated itself from the people.

One more word about the doctor's end of it. Under the New York City plan it is possible for doctors to receive from \$6,000 to \$20,000 a year. This is more than most doctors and specialists are now receiving.

CU urges New York members to write to Mayor LaGuardia to express their approval of his plan, and to urge that there be no compromise with its provisions. Members in other cities should urge their mayors to investigate the plan, with a view toward adapting it to local conditions.

## CU's Annual Election

Four Directors will be selected this month by CU's members in the annual elections to the CU board. Seven nominees appear on the ballot, which has been mailed to all members. Of these, four were nominated by the present board of directors, in accordance with provisions of CU's by-laws, and three by individual CU members. The term of office of directors is three years. The results of the balloting will be announced at CU's annual meeting on July 1st, and will be published in the *Reports*.

The nominees follow:

DR. FRANK E. BEUBE (Board Nominee)—Professor of Dentistry, Columbia University, School of Dental and Oral Surgery.

ARTHUR KALLET (Board Nominee, nominated for reelection)—Director of Consumers Union.

DR. EMANUEL KLEIN (Board Nominee)—Psychiatrist, Bureau of Child Guidance, CU consultant and consultant to social work organizations.

BERNARD REIS (Board Nominee, nominated for reelection)—Treasurer of Consumers Union, Executive Secretary, American Investors Union.

DR. COLTER RULE—Graduate of Johns Hopkins Medical School. Assistant on Medical Faculty of Columbia University.

MERCEDES SPEIR—President Richmond Consumers Cooperative. Member, Business and Professional Committee of YWCA. Member, National Board, American Youth Hostel Association.

W. A. TIPPPIE—Licensed Chemical Engineer. Board Member, Central States Cooperatives. Teacher of Chemistry, West Technical High School, Cleveland.

<sup>1</sup> See reports by Committee on Costs of Medical Care, National Health Conference of 1938, and articles in the magazine, *Medical Care*.



## CUMULATIVE INDEX

Each issue of the Reports contains this cumulative index of principal subjects covered since publication of the 1944 Buying Guide issue. By supplementing the Buying Guide index with this one, members can quickly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1944 issue. Jan. 1-28; Feb. 29-56; Mar. 57-84; Apr. 85-112; May 113-140; June 141-168.

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